Southern June, 1954 BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

11,750 Copies This Issue

WAYS TO BOOST LUMBER FOR HOMES

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Using Asphalt Shingles on Low-Slope Roofs

PAGE 25





SELL 'EM STRUCTURAL PLASTIC PANELS

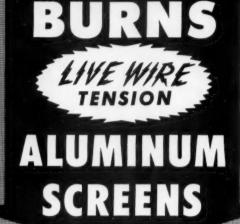
-PAGE 24

Display Ideas That Speed Profitable Sales

PAGE 22

How this Kentucky Dealer Sells 1,000 Kitchens a Year - PAGE 27

10 reasons why you get more Do-It-Yourself dollars with -



Here are some mighty important reasons why more and more "Do-It-Yourself" customers are buying BURNS Aluminum Tension Screens. "Live Wire" Tension . . . an active, lively, springy tension that locks tight and stays tight and patented BURNS

I EASY TO INSTALL! Anyone that can use a screw driver can install a BURNS SCREEN in 5 minutes or less.

2. EASY TO OPEN! A simple flip of the finger releases the tension catch and a BURNS "Live Wire" screen is open . . . as simple as that!

as that!
STAYS TIGHT! Full length . . . No shorts yet BURNS patented catch keeps screen snug and tight with no sag or warp.
NO RUST or STAIN! Always bright and new looking. No upkeep needed.
NO HEAVY WOODEN FRAMES to cut, for exercise server.

catch are outstanding features that sell BURNS Screens first and keep them sold. Bigger savings for customers and bigger profits for dealers keep BURNS Screens moving fast in a fast-growing "Do-It-Yourself"

winter (package makes handy storage pack).

7. COLORFUL PACKAGE! Outstanding on the dealers shelf . . . it's easy to handle, easy to see and easy to seel!

8. FAST SELLER! Attractive package . . . patented catch and dependable fit makes BURNS SCREENS move! No dusty, shelfworn packages to cut down on profits if you carry BURNS SCREENS!

9 FULL MARK UP! Full price mark-up and

dealer protection mean more profits to dealers!

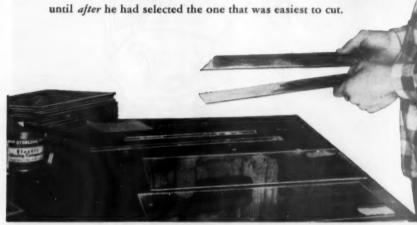
DEALER AIDS! Attractive newspaper mats and statement stuffers help increase traffic in vour store!



"No chips with L·O·F"

of YORK HARDWARE,
WALLINGFORD, CONN.

Mr. York has just finished running several test-cuts on four well-known brands of single-strength window glass. Each piece was marked A, B, C or D. Mr. York was not told which brand was which until after he had selected the one that was easiest to cut.





Cut L·O·F first, last, or in between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens Ford Glass Company, 7064 Nicholas Building, Toledo 3, Ohio.

He picked "D" every time. "D" was L·O·F. 28 out of the 30 dealers who took this "Blindfold Test" picked L·O·F!

"This L·O·F Window Glass cuts true and smooth and breaks clean and easy," said Mr. York. "No chips. You don't have to knock off little chunks that hang on."

L·O·F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easier because it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.



LIBBEY-OWENS-FORD the easy-to-cut WINDOW GLASS





Sell More Paneling to "Do-It-Yourself" Customers with Pack River "Qualitized" Woods



BUILD a real sales winning program with Pack River "Qualitized" Woods in popular panel patterns of Engelmann Spruce, Cedar or Pine, Fir and Larch. Your "Do-It-Yourself" customers will love working with these exceptionally fine woods—each piece has been scientifically pre-steamed and kiln-dried to produce woods of superior quality for easy workability and more beautiful finishes. Here's your cue for extra sales, bigger profits! Get full details and specifications now!

FREE BOOKLET

"The Story of Pack River Engelmann Spruce"

D

*Paneling shown above is Pack River "Qualitized" Engelmann Spruce

(Originally North Idaho Engelmann Spruce)

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Managing Sales For

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Gibbs, Idoho
CRESTON SAWMILLS, LTD.

THOMPSON FALLS LUMBER CO.
Thompson Falls, Mont.

Creston, B. C

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATE

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BUSINESS PUBLICATIONS AUDIT OF CIRCULATION
NATIONAL BUSINESS PUBLICATIONS



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CHICAGO: Robert A. Blum, 833 North Michigan Avenue, Tel. Central 6-4151.

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GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.

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association directory...

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Arkanses Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Robert R. Stair, Little Rock, Ark.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: Allen Johnson Sr., Albany, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 6-5541. President: W. M. Spurrier, Charlotte, N. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: Ray C. Tylander, West Palm Beach, Fla.

Kansas Lumbermen's Association—Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: Henry C. Wildgen, Hoisington, Kas.

Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: H. L. Shannon, Henderson.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Shelby Hill, Monroe, La.

Lumbermen's Association of Texas — South Coast Life Insurance Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Harvy L. Richards, New Braunfels, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: W. R. Lamar, Washington, D. C.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 115, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Sam Simmons, Grenada, Miss.

National Building Material Distributors Association—111 W. Washington Street, Chicago 2, III. General Manager: S. M. Van Kirk. Tel. Franklin 2-3149. President: H. M. Dooley, Saginaw, Mich.

National Lumber Manufacturers Association — 1319 Eighteenth Street, N. W., Washington 6, D. C. Exec. Vice-President: Leo Bodine. Tel. Decatur 2-1050. President: James R. Bemis, Prescott, Ark.

National Plywood Distributors Association — 20 N. Wacker Drive, Chicago 6, III. Managing Director: Charles E. Devlin. Tel. Financial 6-2871. President: Robert C. Whitmeyer, Gloucester City, N. J.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional DOUBLE LOCKED SEAM HEAVY .064 ALUMINUM

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Door Channel is mitred 90 degrees and this extra heavy, die cast insert double locks miter, eliminating corner gussets.



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RANCH TYPE WINDOWS

Steel Windows have the Strength and Rigidity no other Window can match



Hope's Ranch Window type 33RW with two ventilators

Larger Glass Areas More Daylight

HOPE'S Ranch Type Windows are noted for their great strength without bulk, resulting in more unobstructed glass area. Hope's famous Lok'd Bar Joints at muntin intersections, plus the strength and rigidity of steel, permit the use of narrower horizontal and vertical muntins.

The graceful, slender lines of Hope's Ranch Type Windows compliment the appearance of both the interior and exterior of any house regardless of architectural style.

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- Ventilators...located in any pane you wish.
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Write for Catalog 102 B.P.

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Producers Council—1001 Fifteenth Street N. W., Washington 5, D. C. Managing Director: John L. Haynes. Tel. Executive 3-1213. President: Elliott C. Spratt, St. Joseph, Mo.

Southern Builders Supply Association—814 Howard Avenue, New Orleans, La. Secretary: Herbert Jahncke. President: Fred J. Grace Jr., Baton Rouge, La.

Southern Sash and Door Jobbers Association—920 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: H. L. DeMuth, Jacksonville, Fla.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Sam M. Arnold, Kirksville, Mo.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Forrest G. Brice, Ashland, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: George W. Kelly, Charleston, W. Va.

Next Month, Read These --

"Make More Sales With POLE-FRAME CON-STRUCTION"

"To Modernize, Sell 'Em GYPSUM BOARD"

"Should New Southern Homes Be Air-Conditioned?"

"How to Make More Profitable Paint Sales"

* * Those and other feature articles will bring you more merchandising and building "knowhow" in the July issue of SOUTHERN BUILDING SUPPLIES.

Because you are a reputable retailer or wholesaler of building materials, this magazine is yours for your use of its editorial and advertising pages.

Our advertisers provide you with news and timely suggestions each month just as surely as do our editorial and news columns. Read and heed the ads — they can help you make money!



4 sales aces

Plywood has come a long way since the early days of the industry.

Here at Associated, in addition to standard, high quality Douglas fir plywood, we manufacture specialty panels. These products present new sales and profit opportunities to you. They are:

SEA SWIRL decorative fir plywood. Interior and exterior, in 4'x8' panels (other sizes to order).

KNOTTY SEA SWIRL decorative fir plywood. A companion product to select *Sea Swirl*, and now being manufactured in response to steady requests.

BIRCH faced plywood with solid cores. In standard size panels, 1/4" and 3/4" thickness.

PHILIPPINE MAHOGANY faced plywood with solid cores. A companion product to Birch faced panels.

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- 12. Installment Financing. Concise new handbook and guide explains system based on FHA Title 1 and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.
- 14. Ventilating Fans. New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales a gent is the H. C. Biglin Company, Inc., 177 Harris St., N.W., Atlanta 3, Ga.
- 18. Home Planning. "Plan With Plywood for Better Living" is a two-color booklet describing fir plywood and covering its multiple usage in home planning. Structural, functional and decorative advantages are discussed. Douglas Fir Plywood Association, Tacoma 2, Washington.
- 26. Glass for Construction. Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories, 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.
- 28. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The American Sisalkraft Co., Attleboro, Mass.
- 36. Builders Hardware. New items and improvements in the Adams-Rite line of locks and builders hard-

- ware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.
- 40. Ideal Millwork. Folders are available illustrating and describing IDEAL Brand Kitchen Cabinets, Wood Window Units, Sliding Doors, Frame-N-All Door Units, Fireplace Mantels, Garage Doors, Corner Cabinets, Linen Cabinets, Colonial Entrances, and other millwork products. Ideal Co., Box 889, Waco, Texas.
- 42. New Economy line of thresholds. These thresholds are available in watertrough, single lip, and saddle types. They are available in cartons, along with screws and hooks. Southern Metal Products Corporation, 921 Rayner, Memphis, Tenn.
- 48. Asphalt Shingles. A new four-color folder for consumer distribution shows the interlocking wind-proof feature of Ruberoid Dubl-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Co., 500 Fifth Ave., N. Y. 18, N. Y.
- 50. SSIRCO Building Products. Illustrated literature, newspaper advertising mats, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Co., P. O. Box 1159, Savannah, Ga.
- 60. Clay Pipe and Specialties. Attractive two-color booklet describes Oconee vitrified shale sewer pipe,

- fittings, drain tile, flue lining, brick, and structural specialties. Oconee Clay Products Co., Milledgeville, Ga.
- 64. Masonry Cement. Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Co., Chattanooga Bank Bldg., Chattanooga 2, Tenn.
- 86. Plastic-Finished Panels. A new 8-page, full-color catalog shows Marlite plastic-finished wall and ceiling panels and other Marsh products. It shows solid colors in various colors and scorings, plus the variety of wood and marble finishes. Marsh Wall Products, Inc., Dover, Ohio.
- 76. Insect Screen. Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.
- 86. Penta Wood Preservatives. New Illustrated free booklet "ABC's of Wood Preservation" tells how to treat wood for protection against Rot, Termites, Warping and Swelling. It includes complete data and information about Seal-Treat and Deep-Treat wood preservatives with directions for use by the home handyman. Chapman Chemical Co., 707 Dermon Bldg., Memphis 3, Tenn.
- 88. Asbestos-Cement Building Products. Shingles and Wallboard: Full-

(Continued on page 11)

SOUTHERN BUILDING SUPPLIES 806 Peachtree St., N. E. Atlanta 5, Ga.	June, 1954		numbers b		tins and c	atalogs
Gentlemen: Please send me the bulletins and catalogs indicated.		12	14	18	26	28
(Print Plainly)		36	40	42	48	50
(Fint Fidney)		60	64	66	76	86
NameTitle		88	96	100	106	126
C		132	144	148	150	160
Company		162	164	166	168	174
Address		176	178	180	182	184
City & State		186	188	190		

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Dixie Farmers and Ranchers know about DIXISTEEL. Fence because they read about it regularly in Southern farm and ranch publications with combined circulations of 702.859 a month!

DIXISTEEL Barbed Wire and Staples are also featured in these advertisements which urge farmers to ask you —their dealer—for DIXISTEEL products.

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THE SIGN OF

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MADE ONLY BY THE

ATLANTIC STEEL COMPANY

P. O. Box 1714

ATLANTA, GEORGIA

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color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Ambler, Penn.

96. GPX Plywood. New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three colors. Georgia-Pacific Plywood Co., 270 Park Ave., N. Y. 22, N. Y.

100. Tension Screens. Four Color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation, lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers and newspaper mat service are also available for distribution to retailers. Keystone Wire Cloth Co., Factory St., Hanover, Pa.

106. Lockset, Forged Iron and Cabinet Hardware literature describing National Lock Company's latest line of products is available to dealers who are looking for new methods of "Shelf Service" Merchandising. Literature is complete with illustrations, descriptions and list prices. National Lock Co., Rockford, Ill.

126. Asphalt Products. The Certainteed Products Corp., 120 East Lancaster Avenue, Ardmore, Pa., has issued a 32-page, 4-color catalog for its asphalt roofing and siding. It contains 90 pictures of Certain-teed's color blends and solid shades.

132. Completely Concealed Sash Balance. A two color folder which gives details of design, construction and operation of Hidalift Sash Balance for double hung windows. Numerous illustrations explain the six easy steps for installation and the many exclusive features of this completely concealed sash balance. The Turner & Seymour Mfg. Co., Torrington, Conn.

144. "Porch Enclosures" — A new descriptive four page booklet showing the uses of Jalousies, features many photos of Jalousie installations that will spark ideas in the minds of home-owners who want to add more living space by enclosing their screened porches for year-round living. Before and after pictures vividly demonstrate the advantages of using Ludman Windo-Tite Jalousies for practical beauty plus year 'round comfort. Ludman Corp., Jalousie Div., P. O. Box 4541, Miami, Fla.

148. Wood Preservatives. Illustrated literature, technical bulletins on application, newspaper advertising mats, counter display shipping cartons and price lists are available on PENTAchlorophenol wood preservatives. Wood-Treating Chemicals Co., 5137 Southwest Ave., St. Louis 10, Mo.

150. Ponderosa Pine. 72-page book describes properties, uses and grades. Shows actual pictures of representative pieces in each grade. Lists recommended grades for various uses and standard manufactured sizes. Western Pine Association, Yeon Building, Portland 4, Oregon.

160. Corrugated Asbestos Cement Products. A new 82-page manual contains numerous drawings and photographs to show proper application of Careystone corrugated asbestos-cement roofing and siding. It gives complete data and specifications, and describes the Carey estimating service for dealers. The Philip Carey Mfg. Co., Cincinnati 15, Ohio.

162. Solid Interior Hardwood Paneling . . An Illustrative Brochure showing characteristics and adaptability of beautiful tongue and groove hardwood paneling in Black Walnut, Wild Cherry, Butternut, Idaho White Pine, Wormy Mahogany, Sassafras, and Maple . . Chester B. Stem, Inc., Grant Line Rd., New Albany, Ind.

164. Building Materials Catalog — A new 12-page catalog with color illustrations of typical roofing and siding products is now available upon request. The catalog contains general information and detailed specifications on Flintkote asphalt shingles, asbestos-cement products, insulation products, insulating siding and built-up and roll roofing material. Write Flintkote Co., 30 Rockefeller Plaza, New York 20, New York

166. Redwood Information — Booklets and complete information on redwood lumber and products covering subjects such as natural finishing, painting, gluing, machining, siding, board and batten walls, screwing and nailing, termites, etc. The Pacific Lumber Company, 35 East Wacker Drive, Chicago 1, Ill.

168. Masonry Cement: New 16-page, illustrated booklet outlining the advantages of Lone Star Masonry Cement in simplifying the problem of obtaining uniformly high-quality mortar, as well as the economy of one rigidly standardized, ready-to-use cementing material instead of two, with no lime or portland cement to add, and no soaking or slaking. Provides timely information on soundness, low absorption, high water repellency and other factors contributing to durable, weather-resistant performance. Contains easily-read graphs showing effects of mix proportions on water retention, strength and absorption, effect of mixing time on water retention, etc., along with convenient reference tables for estimating quantities. For copy, address Lone Star Cement Corp., 100 Park Ave., N. Y. 17, N. Y.

174. Medicine Cabinets. Brochure showing our sliding door medicine cabinets. 20 gauge steel construction, 2" gleaming chrome frame, selected plate glass mirrors, bulb edge glass shelves and other high quality features. Same cabinets also available with fluorescent lights. Mirro-Chrome Company, Inc., 407 Rider Ave., Bronx 51, N. Y.

176. Bird Master-Bilt Thick-Butt Shingles. The traditional and pastel shades of the Bird Master-Bilt Thick-Butt shingle are exacting and colorfully pictured and described in a new circular. In addition, the circular explains the distinct advantages of the

Master-Bilt's Thick-Butt construction, with its deep shadowlines, and extra protection. Bird and Son, Inc., East Walpole, Mass.

178. Nails. Large, illustrated new Catalog lists sizes, types, specifications on all kinds of nails. It has valuable information and tables showing count per pound for various types of nails. Available from nearest Gulf representative or from Gulf Steel & Wire Co.—Bayamon 12, P. R. —U. S. A.

180. Folding Door. Folder illustrates Spacemaster Folding Doors by the manufacturers of Modernfold. Spacemaster folds within door opening . . . gives more usable space for placement of furniture. Washable, vinyl fabric covered steel frame. Spacemaster comes as complete package unit—can be installed in 10 minutes' time. New Castle Products, Dept. 5R, New Castle, Indiana.

182. Shower Doors. New catalog sheets and price list covering Drexler shower doors and tub enclosures is available. Six styles are pictured. A variety of sand-carved decorative designs and monograms add distinction to the doors. Drexler Manufacturing Co., 547 Peachtree St., Atlanta, Ga.

184. Orangeburg Pipe and Fittings. A complete line of catalogs and folders, for contractor and consumer distribution, illustrate and describe non-metallic Orangeburg Root-Proof Pipe, its uses and advantages for underground non-pressure applications. Also Orangeburg Perforated Pipe for septic tank disposal fields, foundation drains and field drainage. Orangeburg Mfg. Co., Inc., Orangeburg, N. Y.

186. Weatherstripped Jalousies. New four page brochure describes the completely Vinyl Weatherstripped Denison Jalousie for windows and doors. It also points up the perfection of the jalousie as a revolutionary new prime window, for all climates, when fitted with storm sash interchangeable with recessed screen. Distinctive features of the Denison jalousie are shown. Denison Corp., 1890 N. E. 146 St., N. Miami, Fla.

188. Heatform Fireplace Units described fully in illustrated literature available free to building supply dealers, architects and builders. Contains complete information on advantages of Heatform; how it prevents construction mistakes often leading to smoke trouble; provides more warm air circulation throughout the home and in moderate climates is often the only source of heat required. Superior Fireplace Co., Dept. SBS 541, 1708 E. 15th St., Los Angeles 21, Calif. or 601 North Point Road, Baltimore 6, Md.

190. Metal Building Specialties. 8 page catalog with illustrations and details of Timber Connectors, joist hangers, cross-bridging, area walls, basement posts, basement windows, fireplace equipment, mail and package receivers, clothes chute doors, and ventilators for roof, attic, and foundation. Cleveland Steel Specialty Co., Inc., 3765 East 91st St., Cleveland 5, Ohio.



THIS BRAND NAME ON LUMBER ALSO BRINGS YOU...



JUNE, 1954 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



Bevel and Bungalow Sidings

IN A VARIETY OF GRADES AND SPECIES

Known for generations as a manufacturer of quality lumber products, Weyerhaeuser has developed the production of bevel and bungalow sidings to a fine art.

Weyerhaeuser Bevel and Bungalow Sidings are among the building industry's most popular exterior wall coverings. Their bevel design provides an overlapping, water-shedding pattern which increases their value as an exposure material. Offered in a variety of durable Western Softwoods, Weyerhaeuser 4-Square Bevel and Bungalow Sidings are proved, weather-resistant products.

In addition to their high functional value, bevel and bungalow sidings are easily adaptable to many styles of architectural design. They highlight the structural mass with form, texture and color. The deep shadow lines amplify the width, which is the most striking characteristic of rambler houses. The decorative schemes of homes built with Weyerhaeuser 4-Square Bevel and Bungalow Sidings are easily altered with each new paint job.

You can satisfy the needs of your market with Weyerhaeuser 4-Square Bevel and Bungalow Sidings which are manufactured in a variety of grades and sizes from Western Red Cedar, West Coast Hemlock, Idaho White Pine, Ponderosa Pine and Sitka Spruce.

Ask your Weyerhaeuser representative to give you full details of these popular wall coverings . . . or write for descriptive literature.



Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA

about Tensulate spun batts



Tensulate Spun Wool Batts are available in three sizes: 15" x 24"; 15" x 48"; 15" x 96". Here is dealer counter display.

Increase sales...
save storage space...
boost your profits

• TENNESSEE'S new spun wool batts enable you to move insulation fast, profitably to customers who stay sold.

Made by a proven process on the latest type equipment, the new Tensulate batts are more resilient and lighter. They assure builders a quicker, cleaner, neater installation. Both enclosed and open-face batts are available.

Factory packed 50 sq. ft. to the tube (semi-thick — 80 sq. ft.) in three convenient lengths. This means less storage space required, easier handling and faster deliveries to builders.

For complete information on Tensulate Spun Wool Batts, mail the coupon today ... or write, wire, or telephone Nashville 4-1651 to enter your order now.

MAIL COUPON TODAY!

TENNESSEE PRODUCTS & CHEMICAL CORPORATION
Department B-6, Nashville 3, Tennessee

Send complete information on Tensulate Spun Wool Batts.

reame

Position ____

Addam

City



TENNESSEE PRODUCTS & CHEMICAI

Corporation
NASHVILLE, TENNESSEE.

Producers of: FUELS . METALLURGICAL PRODUCTS . TENSULATE BUILDING PRODUCTS . AROMATIC CHEMICALS . WOOD CHEMICALS . AGRICULTURAL CHEMICALS

BIG MARKETS!

NEW BUILDING for window walls, porches, sun rooms -all windows!

REMODELING

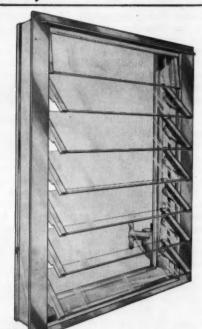
enclose porches breezeways, patios!





JALOUSIE

NEW! BETTER-THAN-EVER!



The newest Ualco Jalousie-better-than-ever seller with a bigger-than-ever market! NOW-weatherstripped with Koroseal for tighter-than-ever allclimate protection! Beautiful, slim sections of heavy extruded aluminum frame gleaming glass louvers. Heavy-duty roto-gear operator secures louvers in any position for 100% or controlled ventilation. Ualco Jalousies won't rust, rot, warp; never need painting!

And—the Ualco Jalousies are easily installed, too! Go in-place so quickly the builder saves money in man hours. So simple the homeowner can install them himself!

NOW! AVAILABLE IN KD UNITS . . . as well as assembled units, KD Units save space, are easily assembled!

SHEFFIELD. ALABAMA

Ualco MAIL COUPON THIS NOW! SOUTHERN SASH SALES & SUPPLY CO. SHEFFIELD, ALABAMA **World's Largest** Manufacturer of ntiemen:
Piease rush technical data and prices.
Piease have Sales Representative call.
Piease sand Lialco Jalousie Display.
account \$19.25 which will be deduct
my initial orders.
Please send Colorful Sales Literature **Aluminum Windows** UTILITY COMPLETE FIRM ADDRESS STATE.

The ayes of Texas are upon us! Now, we proudly announce a Dallas plant to serve dealers and distributors in this area.



East or west . . . for new construction and for replacements:



Here's why:

Only Loxcreen has 2-wey-pull Spring Latch. Once set it keeps tension side-to-side, top-to-bottom.

Only Loxcreen has 2-way length adjustment. Extra folds of screening, and floating bar allow adjustment to perfect closure regardless of window frame variations.

Lifetime aluminum bars, full-length screening and hanger assembly come in a simple, complete package your customer will buy across the counter. Installation is so easy, the housewife can do it herself in 5 minutes. Naturally, these satisfactory screens boost your volume and profits!



THE SCREEN IN THE WINDOW SHADE CLASS
Write for details—THE LOXCREEN COMPANY

Box 5133, Columbia, S. C. or 2120 Irving Blvd., Dallas, Tex.



Dallas Students Win \$250 in Awards in Hoo-Hoo Contest

WITH THE USABLE REPRODUCTION of a medieval crossbow, which he demonstrates to Lumberman P. J. Goodnight in the above picture, Jerry Blissitte, 18-year-old high-school junior, won first prize in the senior division of the woodworking contest held last month by Dallas Hoo-Hoo Club No. 75. Goodnight is president of the Hoo-Hoo group that planned and conducted the competition for Texas students.

Blissitte was awarded a \$100 defense bond. Runnerup Don Currey won a \$25 bond for his mahogany coffee table. Winners in the junior division received duplicate awards. They were John Collins for his round occasional table with ash top and magnolia frame, first, and Kenneth Ashmore for his limed oak corner table, second.

The contest called for vocational instructors in each senior and junior high school in Dallas to select the boy whose project was outstanding in each finishing or graduating class. These students gathered with their handicraft at a Dallas hotel on judging day. A committee of cabinet makers picked the winners.

Prizes were awarded to the winners at a dinner that May evening, which was attended by the club lumbermen, school authorities, judges, and 22 finalists.

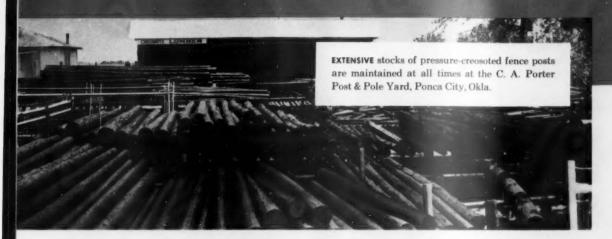
Newspaper representatives, who were invited to the dinner, surprised the Cats when they showed up, took pictures, and publicized the contest and awards.

According to President Goodnight, the project committee considered supporting the cerebral palsy drive, sponsoring a Boy Scout troop, and other youth projects before deciding on the contest. Serving on the committee with Goodnight were Van Lamm, Roy Pender and Allen Sharp, all Dallas retail lumber dealers. Being a member of the school board, Lamm was in a strong position to support the project.

In addition to academic qualifications, each contestant was required to visit three Dallas retail lumber yards and get a card signed to verify their visits. Further, each contestant could spend no more than \$10 for the materials used in his contest entry.

School Superintendent W. T. White was happy over the success of the contest and expressed thanks. Goodnight announced that "we are definitely going to continue it on an annual basis, for we have decided that our club should do something besides meet and have fun." Like C. A. Porter Post & Pole Yard, Ponca City, Okla. . . .

You can build an entire business specializing in pressure-creosoted products



MR. PORTER displays a sample post at his yard, located on a two-acre tract on a major highway north of Ponca City.

SIXTEEN years ago, C. A. Porter of Ponca City, Okla., foresaw a big demand for pressure-creosoted fence posts and other pressure-creosoted lumber. He didn't just take them on as a sideline... he built his whole business around pressure-creosoted products.

Today, 65 to 70 per cent of the dollar volume of the C. A. Porter Post & Pole Yard is in pressure-treated items. And much of the remainder is related selling, such as wire, nails and corrugated siding.

Pressure-creosoted fence posts are the major item in Mr. Porter's line. He handles them in 50 sizes and lengths and farmers and ranchers have been thoroughly sold on their long life and other advantages.

Much of the creosoted lumber is sold along with posts to make corrals, loading chutes and scale platforms.

Mr. Porter advertises pressure-creosoted products extensively, through newspapers in the area served by the C. A. Porter Post & Pole Yard, as well as through the Ponca City radio station. As a result of this promotion, farmers and ranchers in North Central Oklahoma know his line and his location and bring their business to him.



MAIL THIS CARD TODAY-NO STAMP NEEDED

There's profit for you in pressure-creosoted wood

Hardware dealers, lumber dealers and building supply houses all over the country are cashing in on the demand for pressure-creosoted wood products. If you'd like more information, send in the self-mailing card on this page. But first, turn the page to see the merchandising help available to you. United States Steel Corporation Room 4390, 525 William Penn Place Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

powerful merchandising help



WHERE WOOD IS USED IN FARM CONSTRUCTION, BE SURE IT'S PRESSURE-CREOSOTED

SAVES YOU LABOR-Pressure-creceoted posts and poles are straight, smooth, easy to set. And they're poles are straight, smooth, easy to set. And they're available in sizes of various lengths and dimensions so that, whether you want pressure-reseaseds wood for fences, pole harns, corrais, or any other type of farm building, you'll find a size that fits your needs exactly

SAVES YOU TIME-Pressure-crossoted wood con-struction is trouble-free construction. Many farmers tell about installations of pressure-crossoted wood you over a period of years!

which have required almost no maintenance to keep them in good shape for forty or more years.

SAVES YOU MONEY—Because it's so resistant to termiten, fungi, dry rot, and other agents of wood destruction, pressure-creosoted wood lasts up to seven times as long as untreated wood. No more continual replacement of fence poets, no more continual repair of rotted buildings. Think how much actual cash this can save



You can be sure of dependable service when you order wood posts and poles which have been pressure-treated with U-S-B Cresoste, a quality product of the United States Steel Corporation. For the name of your local dealer, mail the coupon. We'll also send you informative literature on how you can save money with pressure-creosed wood construction.

USS CREOSOTE

UNITED STATES

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted wood products. To help you build a steady volume on these products, we maintain an advertising and promotion program that sells your farmer-customers on the advantages of pressure-creosoted wood.

Advertising in leading state and regional farm papers tells the story of the long life of pressure-creosoted wood in terms of actual experiences of actual users. A free fence construction guide has been prepared for distribution to your customers. And advertising mats are available for vour own use.

MAIL THE CARD BELOW

We will put you in touch with pressure-treaters in your area who can supply you with pressure-creosoted wood. Get the facts today on this profitable line.

> FIRST CLASS Permit No. 3117 (SEC. 34.9 P.L.&R.) Pittsburgh, Pa.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

- POSTAGE WILL BE PAID BY -

UNITED STATES STEEL Room 4390 525 William Penn Place Pittsburgh 30, Pennsylvania



says Ben Catalina of Clarksdale, Mississippi

a good twenty years"

"Last year I used pressure-crousoted posts to fence in my pasture land. I haven't had to repiace any of the posts, and I expect them to last for a good long time. I also used pressurecreceoted wood to make repairs in my barn and to put up a shelter over the water trough."

UNITED STATES STEEL CORPORATION

525 William Penn Place - Pittsburgh 36, Pa.

You've read about them! We sell them! PRESSURE-CREOSOTED fence posts

You've heard about them!

creeseist posts from your neigh-bors . . . you've read about them in leading farm was read about them bors...you've read about them in leading farm magazines. Pres-ture-creeceded pouts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fancing itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered pro-

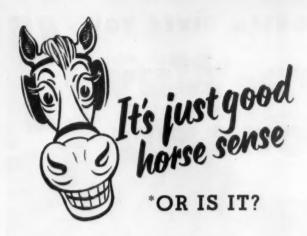
ducts of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find

pressure-creaced posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE



INDUCE THEM TO SELL. What moves you to greater sales enterprise, Mr. Dealer? The hope for more profits . . . for more compensation . . . surely. It's surprising, often, how salesmen will train and study and work harder, too, when they have the incentive of extra compensation in proportion to their production of sales.

Here's what the president of the Southern Wholesale Hardware Association and a Fort Worth hardware firm, Charles E. Nash, asserted in South-

ern Hardware magazine recently:

"I personally believe that conditions make 1954 the year when dealers will turn their attention to training salespeople, so they will know their products and know how to create a desire for those products — and a year when dealers will develop incentive plans that will stimulate salesmen to strive constantly for more profitable sales."

This matter of commission plans has been extensively studied and covered in a new booklet published by the National Retail Lumber Dealers Association. "A Report on Commission Plans for Salesmen in the Retail Lumber and Building Materials Industry," this booklet costs \$1.00 per copy but is worth many times that amount to any dealer who is doubtful about his sales commission plan or who is contemplating a sales incentive program for his associates.

This report is merely a presentation of the plans now used by dealers throughout the nation, and not an NRLDA endorsement of commission procedures. The different plans are classified as to:

Straight commission on all sales. Drawing account and commission.

Salary plus commission on all sales above quota. Salary plus commission on sales of selected items.

* There are two sides to every question, so our views here are bound to be different from those of many readers. If you disagree with our views, or if you have additional ideas in support of them, we would welcome a letter or call from you. Not only competition, but controversy is the spice of life! Just write to: Horse Sense, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N. E., Atlanta 5, Ga.

Salary plus commission on time-payment sales.

Salary plus commission on all sales.

Commissions on leads brought in by non-selling employees.

The precautions to take in inaugurating a commission plan are good advice coming out of this timely study of how dealers induce more sales by their staffs.

THINKING OF YOU! That's what officers of the National Retail Lumber Dealers Association were doing when they made plans and signed up for a nine-day National Retail Lumber Dealers Exposition to be held at the Kingsbridge Armory in New York City from October 2 through 10. It is the answer to thousands of dealers who wanted a national convention and products show like those in many other business fields.

Featuring the new slogan, "Whenever you plan to build, see your lumber dealer first!" it is being planned to attract large numbers of consumers and homebuilders as well as many of the 26,000 dealers in the land. It marks the beginning of clear public recognition of the dealer as logical headquarters for all light construction services.

This exposition will feature action-type exhibits of building materials and equipment, a model retail lumber yard, demonstrations of material handling equipment, and a forum on effective merchandising and distribution methods by dealers. The armory is located in upper Manhattan and can accommodate 375 exhibits along with the many dealer meetings and demonstration sessions.

In short, this exposition, according to Bob Jones of the Middle Atlantic Lumbermen's Association, "is a dramatic and colorful notice to the nation that a new, dynamic, ethical leadership has assumed the full responsibility of caring for America's housing requirements."

You or some of your associates should benefit tremendously from attending this exposition in

New York, so plan now to be there!

MODERN "HORATIO ALGER." Among the 1954 winners of the 10 coveted Horatio Alger Awards was Donald R. Brann, creator and promoter of the popular Easi-Bild furniture and structure patterns in Pleasantville, N. Y. These awards are given to men who, starting from scratch, achieved outstanding success in their chosen fields through creative thinking and hard work, following the basic principles of American free enterprise.

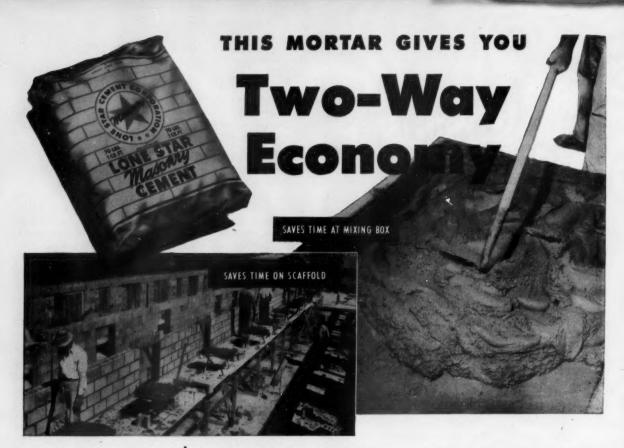
In accepting the accolade along with Clifford Hood, president of U. S. Steel, Daniel A. Poling, editor of Christian Herald, and other enterprising

stalwarts, Don Brann observed:

"In developing my company I created a new service that people wanted. I packaged and offered it over a wider market, so that millions throughout the world could buy it, at a price they could afford and were willing to pay.

"It is my belief that we will never have Peace in the world unless we are able to package Peace, and distribute and sell it to people who can afford to buy, at a price they are willing to pay."

—DONALD L. MOORE.



ELIZABETH JANE BIVENS HOME Amarillo, Texas

> Architect: MACON O. CARDER

General Contractor: WALTER E. WIRTZ

Masonry Contractor: VAN DORAN BRI-TICO CO.

Lone Star Cements from CROWE-GULDE CEMENT COMPANY

all of Amarillo

● Here is another quality-built, all-Lone Star job — Lone Star Portland Cement in the structure, for utmost fire-safety and durability... Lone Star Masonry Cement in the attractive masonry work.

This is the modern Masonry Cement, backed by years of research in the laboratory and the field, providing in one ready-to-use mortar material all the properties demanded by Owner, Designer, Contractor and Mason...mortar that gives you two-way economy:

(1) One cementing material instead of two—no lime or portland cement to add, no soaking or slaking—saves a lot of time at the mixing box. (2) Saves time on the scaffold—extra plastic mortar spreads easily into long mortar beds, helping mason bed more brick or block with less effort.

Better quality work, too—low absorption, high water repellency and chemical soundness assure joints of utmost durability. For two-way economy, insist on Lone Star Masonry Cement.





LONE STAR CEMENT

Offices: ABILENE, TEX. • ALBANY, N.Y. • BETHLEHEM, PA. • BIRMINGHAM
BOSTON • CHICAGO • DALLAS • HOUSTON • INDIANAPOLI
KANSAS CITY, MO. • NEW ORLEANS • NEW YORK • NORF
PHILADELPHIA • RICHMOND • ST. LOUIS • WASHINGTON I

LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LA CEMENT PRODUCERS: IB MODERN MILLS, 136,000,000 SACKS ANNUAL CAP

How Florida dealers

PUSH GRADED LUMBER

* In sunny Florida, where concrete block and stucco have made heavy inroads on the use of lumber for house siding and framing since the war, several aggressive lumber dealers have waged promotional campaigns that have made local residents and builders frequently switch to wood construction.

Among these dealers are Edward R. Culp, secretary-treasurer of the Culp Lumber Company in Tampa on the Gulf Coast, and Calvin W. Garner, president of the Delray Lumber Company at Delray Beach on the East Coast. Both are members of Hoo-Hoo, the international fraternity of lumbermen, and they believe in speaking up for good lumber products on every occasion.

Culp gave the cause of wood construction a state-wide boost by writing the text for a meaty, pocket-size booklet for the Better Business Bureau of the Tampa Area. Inc.

Entitled "Facts You Should Know About Lumber and Other Building Material," this booklet through April had enjoyed this distribution: 1,900 copies in the Tampa area, and 4,000 copies elsewhere in Florida through local lumber dealers. The booklets are available for \$5.50 per 100, COD, from the Florida Lumber and Millwork Association in Orlando.

On our front cover this month, Edward R. Culp, Tampa lumber dealer and Hoo-Hoo enthusiast, chats with John Dolcater, local lumber wholesaler and national Hoo-Hoo leader, about the popularity of the booklet he wrote on lumber selection for consumers. Its cover is seen on page 80. Its text is printed in full in this article. At right is one of the ads published by the Delray Lumber Company to show local builders and families that "wood construction is good and thrifty."

Garner is a member of the Wood Promotion Committee of West Palm Beach Hoo-Hoo Club, which has brought lumber specie experts together with local architects and builders and home-owners to learn the real facts concerning the durability and suitability of lumber for construction.

Last fall, Garner published a series of case-history ads in the local newspaper on the satisfaction of local residences built of wood. The ads were all four columns wide and 11 inches deep. Each featured a photo of a local residence, like that shown below, with a history of the house, the owner's experience or testimony on the service of the wood construction, a selling line, and the signature: DELRAY LUMBER COMPANY—PHONE 6087.

For example, an ad showing a two-story residence, carried this copy: "Built in 1903, of wood construction throughout, this is monu-(See PROMOTING LUMBER page 76)



HOME OF MR. AND MRS. J. C. WELLBROCK, NE 7th AVE. This Delray Beach home, built in 1937 entirely of wood, is an outstanding example of the durability and attractiveness of that type of construction. The interior floors, of sturdy oak and durable pine, recently completely refinished at nominal cost, have regained the glowing beauty of new wood—further proof of the economy and good common sense displayed in the use of wood.

Mr. Wellbrock plans to build another home in the not too distant future, and states that it definitely will be built of WOOD.

For the best of Florida living, BUILD WITH WOOD!

DELRAY LUMBER COMPANY

PHONE 6087

By Baron Creager Southwestern Editor

"Your name engraved on all tools FREE." Fulfillment of this "plus value" has multiplied the sale of hand tools at the Scott Lumber Company in Amarillo. Owner Horace Scott is seen at right in the handy, appealing tool department. Above, a carpenter proudly watches Elmer Pirelli engrave his name in the steel of tools he has bought.



Ideas THAT SPEED SALES

* Horace Scott not only has a lot of good ideas; he works them out and puts them to work. Consequently, his Scott Lumber Company is one of the most popular and busiest building material yards in bustling Amarillo, Texas. One of his best ideas apparently resulted from a sleepless night. During that night Scott explored mentally the possibility of engraving a purchaser's name on a hand tool. The idea had intrigued him for some time, but he had not had

a previous opportunity to examine

Next day Scott went to a jeweler and had him explain the technique of engraving. After more investigation a small, hand engraving tool, such as is advertised with



various cutting heads for different types of work, was purchased for the store.

With a little practice Elmer Pirelli, of the Scott sales staff, learned to do a satisfactory job of writing a buyer's name on the steel of a saw or hammer. Then the sign went up, "Your Name Engraved on All Tools FREE." Tool sales jumped and now Pirelli is called upon to use his engraving tool six to eight times daily. He requires about two minutes to write a name on steel.

Another Scott merchandising idea is a divided bin in the store for vertical storage of 4x8 sheets of plywood, hardboard, tileboard, and related paneling. Each type of board is named and priced on an overhead card. In this there are several advantages, says Scott.

"It makes it unnecessary to take the customer to the yard. The customer can examine this material in comparison with some other item he or she is considering. In the case of prefinished tileboard, keeping it racked inside prevents getting it marred—as is quite likely if stored in the yard. And the tileboard is close to metal trims for convenient comparison. Also, we keep short lengths and odd sizes of plywood at this bin. It is surprising how odds and ends of plywood sell when displayed for the convenience of the customer."

The Scott Lumber Company brought its wood screw and bolt stock out of hiding and put the stock in sized, sliding, and convenient bins. Bolt and screw sales increased, too, because customers could walk up with one bolt or screw and match it readily, without waiting for service.

Another advantage, says Scott, is that screws and bolts in boxes are never in order. A salesman, in a hurry, would put a box down at the most convenient spot. Next time another salesman wanted that size he was compelled to hunt for it. With the open bins there is no

such problem of making sales fast.

Another of Scott's productive ideas induces employees to mail to each new customer a post-card that shows the handsome Scott Lumber Company plant in color. The writing side gives the company name, address, telephone number, and slogan: "The Yard and Store of Courteous Service." For each post-card mailed out, Scott pays the employee three cents.

A message in long hand to the new customers usually thanks him or her for business and cordially suggests a return visit. Scott reads each post-card mailed to be sure the message is appropriate. If it is, he credits the employee whose name is signed on the tally sheet and the pay-off comes at the end of the month.

(Next month Southern Building Supplies will show and describe more of Horace Scott's ideas that have simplified the operation of his Amarillo lumber yard.)



This Texas dealer sells a large volume of screws and bolts at a healthy mark-up because he dares display them en masse and makes it easy to select needs. Bobby Longest demonstrates ease of selection, above. Bolts are listed along with paints, cement, and plaster on a big sign atop the lumber shed in center of Scott yard, pictured at left. The television aerial, with no identification, draws inquiries.

The storage bin for plywood, hardboard, and prefinished panels in the Scott store makes it easy for customers to remember their needs and make selections. Roy Nunn is putting the plywood scraps in order. Note handy glass storage and service counter in background.



To modernize, sell 'em STRUCTURAL PLASTIC PANELS

* Plastic structural panels have a strong appeal for home-owners who want to bring their dwellings up to date, because they offer almost limitless opportunities for new architectural effects.

One of the chief selling points of fiber-glass-reinforced paneling is that it is easily worked by the novice. It is handled like wood—nailed, bolted, glued, sawed with hand or power tools, and bent to a slight degree to fit around curved bar fronts or a rounded partition corner. One man can easily handle several 12-foot panels because of its lightness. This material is sturdy enough to hold his weight if he stands on it while applying panels to a roof.

The home workshop owner should find dozens of uses.

Housewives like it because it is easily cleaned with soap and water, and because it keeps its color and never needs painting.

A display of plastic structural panels in the store of a lumber dealer usually attracts much attention. But the retailer usually finds two basic problems in selling this colorful material in quantity: (1) finding suitable uses in the customer's home and (2) overcoming the initial higher price.

Customers frequently handle plastic panels, admire their beauty, and walk off with the thought but what can I do with it in my house? Display stands usually show their use for awnings, skylights, and shower enclosures. So the retailer should provide some way to show many other uses of this material, indoors and outside, in large and small amounts.

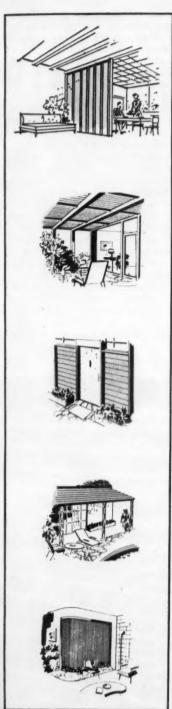
This can be done by displaying photographs or even just listing in a prominent place a variety of applications.

Among residential uses are for doors, room dividers, partitions in bathrooms, movable screens, green houses, cabinet doors, fences, garden borders, enclosures for lighting fixtures.

A ceiling of structural plastic—
(See PLASTIC PANELS page 50)

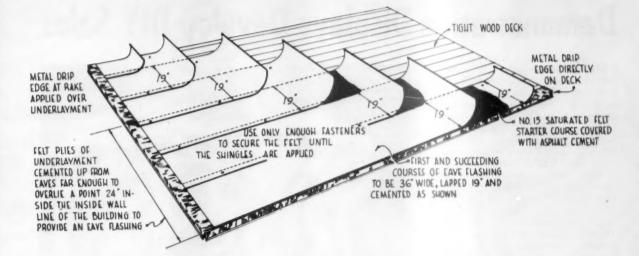






Impressed by the use of lightweight plastics for boat hulls, airplane parts, sewer pipe, and other strength-demanding applications, the housing industry is making increased use of fiber-glass reinforced structural plastic panels. Typical residential uses are sketched above, courtesy of Rippolite

Plastic Products, Inc.



How to apply Asphalt Shingles to

LOW-SLOPE ROOFS

* Long highly popular for homes with steeply pitched roofs, colorful three-tab, square-butt asphalt strip shingles now can be used on new roof decks with slopes as low as 2 inches per foot!

A pitch of 4 inches to the foot was the lowest for which the Asphalt Roofing Industry Bureau recommended any type of asphalt shingle until 18 months of research and testing by ARIB's Engineering Committee produced the best and least expensive method for safe low-slope application of shingles.

Application of 3-tab, square-butt asphalt shingles to roof decks having slopes of less than 4 inches per foot but not less than 2 inches per foot calls for an underlayment of two full layers of No. 15 asphalt saturated felt over the entire roof deck.

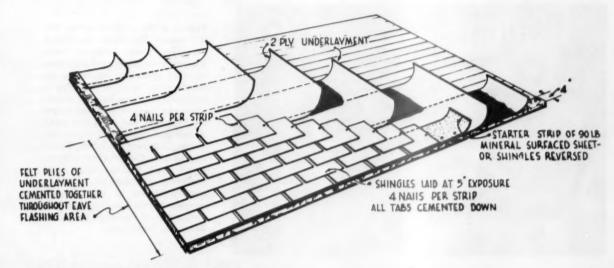
In "areas where the January daily average temperature is 25 deg. F. or less," the two layers of felt underlay are cemented together along the eaves to form a flashing strip.

Four nails are specified for each strip shingle, and all shingle tabs are cemented down. For slopes of 4 inches or more, previous specifications apply.

Attesting to the weather-tight-

ness of asphalt shingles on lowslope decks is a long series of tests conducted in a specially designed "storm machine." Wind and water were applied in a manner to simulate wind-driven rain. Horizontal jets of air were propelled at velocities ranging from 14 to 60 MPH, while water was blown against the test panels at rates ranging between ½ inch to 2 inches of rainfall per hour.

In no case was there failure of a test panel on which roofing was (See LOW-SLOPE ROOFS page 67)



Demonstration Displays Develop DIY Sales

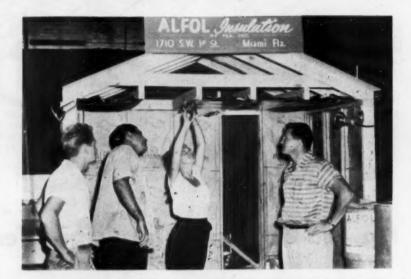
*Attendance at — and sales resulting from — the Do-It-Yourself Exposition held by the Miami Herald in that Florida city's Dinner Key auditorium delighted most manufacturers, jobbers, and dealers who helped to fill its 150 booths with the latest ideas in home repairs, improvements, and furnishings.

With "live" demonstrations of power tools, installation of laminated plastic surfacings and plywood, floor tile, and other materials, the exposition attracted some 185,000 persons. And many of them placed orders then and there for equipment and materials they wanted for their homes or places of business.

Teaming together to show how to apply and install popular building materials, manufacturers, wholesalers, and dealers had personnel working side by side to instruct and win enthusiastic exposition visitors. Manufacturers' literature was passed out, urging consumers to see their dealers. Inquiries were referred by factories to nearest dealers.

Several dealers took orders for materials and tools not even in stock in Florida!

So successful was Miami's first Do-It-Yourself Exposition that plans are well under way for the 1955 edition. Twice as many exhibitors are expected to demonstrate their merchandise in it. The use of "public address" systems will be banned, but many exhibitors plan to use hand megaphones and hold hourly demonstrations.







Typical of the displays at the Do-It-Yourself Exposition in Miami, Fla., are those pictured here. Women were convinced (top photo) that installing reflective insulation is "easy as hanging a picture." The Rose-Saxon Lumber Company booked a lot of orders for Pegboard and hand and small workshop tools with their display, above. Renuart Lumber Yards. Inc., sold six \$269.50 electric Shopsmith sets a day and much other profitable merchandise from its display shown at left. Factory representatives demonstrated tools and material installation procedures for handymen.



How to sell more COMPLETE KITCHENS

* So convinced is Ben Cowgill that every American housewife wants and deserves a modern, work-saving kitchen that he has practically built his Southern Supply Company's business around kitchen equipment sales.

His firm now occupies its third home—an ultra-modern building supply store on a busy thorough-fare in Lexington, Kentucky. Unlike most lumber yards that gradually added an increased variety of building products, the Southern Supply Company until recently sold everything with which to build a home except lumber. Lum-

The model kitchen, above, showing Youngstown steel units—and another using wooden cabinets—on the sales floor of the Southern Supply Company in Lexington, Ky., help this lumber dealer sell hundreds of kitchens a year. Manager Ben Cowgill and his staff now are pushing sales to modernize older kitchens. Cecil Womack, manager of the appliance department, demonstrates a "live" dishwasher with real dishes. All electrical appliances in the model

kitchens are installed to "work."

ber was added late last year, and facilities have been arranged to stock more popular species.

The company's kitchen cabinet lines include Youngstown, a steel brand; St. Charles, steel cabinets available in 11 colors and white, and the popular-priced Servanet wood cabinets. Since going into business for himself in 1947, Cowgill has sold over 6,000 complete Servanet kitchens.

Many of these, of course, were sold to contractors; but many also were bought by the home-owners themselves who specified them for their new homes. Cowgill is now placing increased emphasis on puting new kitchens in old homes; he sold over 100 higher-priced kitchens for remodeling jobs last year,

By Helen Matthews

despite competition in rural areas from nearby Louisville.

W. E. Tanner handles kitchen planning, visiting a prospect's home and drawing blueprints for installation of kitchen cabinets and appliances.

Often Tanner helps a customer to plan a remodeled kitchen that the customer can not buy all at one time and does not want to finance on monthly payments. In that case, the customer is persuaded to complete his kitchen, piece by piece.

When a Southern Supply salesman sells cabinets, he notes any (See COMPLETE KITCHENS page 68)





Cash and Carry

By L. H. Houck

This handy dowel and threshold plate container is in the center of the showroom. Here G. Whitney Harriman—president and general manager of the Bargain Spot helps a customer make a selection.

* In the heart of an area containing hundreds of houses purposely sold unfinished so the owner could save by finishing his home himself, G. Whitney Harriman has opened the "Bargain Spot"—a cash-and-carry building supply firm. It is located on U. S. Highway 71 in Kansas City, Missouri.

Harriman has operated the Bonded Building and Wrecking Company, a demolition firm, for the past 20 years. The Bargain Spot is his first venture in the retail building supply field. His brother, Walter Harriman, operates the Cash

Bargain Lumber Company.

Store hours are from 8.a. m. to 6 p. m., including Saturday, so that most home-owners can get to the store either before going to work or on the way home. The store also stays open between 10 and 12 on Sunday morning, with a woman to ring up sales on the cash register and a salesman on duty to help customers make decisions.

The 28-acre site has many advantages which fit it into the aim to feature lumber and building materials on a cash-and-carry basis—

such as abundant parking space, convenient customer loading docks, and 400-foot frontage on 85th street.

The location of the building on the site, adjacent to Blue river, took advantage of a bend in 85th street which makes it appear to persons driving toward it from the north, that the building has been placed in the center of the street. This setting makes all signs clearly visible.

The main display floor is designed to stimulate impulse sales. And Harriman has concrete evidence that it is working.

A friend and his wife, who live in a "swank" apartment, visited the display floor for the opening. He picked up an inexpensive mason's trowel from one of the island displays and insisted on paying for it at the check-out counter. His wife, wondering, asked, "What in the world do you want with that trowel . . . what can you do with it in our apartment?"

The man smiled and replied: "I don't know, but I've always wanted



The company's versatile paint line is mostly displayed on the wall. The conspicuous color display lets callers know immediately that they can match any shade of paint here. The island display holds screen paint, linseed oil, paint and varnish remover, brushes, and other accessories and supplies.



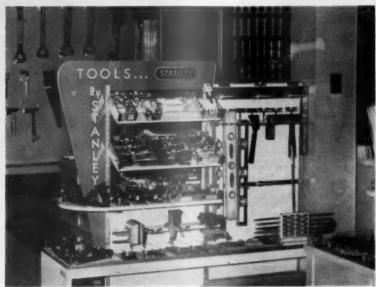
At least 100 automobiles can be parked around this new cash-and-carry building supply store. A loading dock is beyond the pylon. The photo below shows priced small tools on the island counter. Garden and household tools are on the wall display, where customers may help themselves.

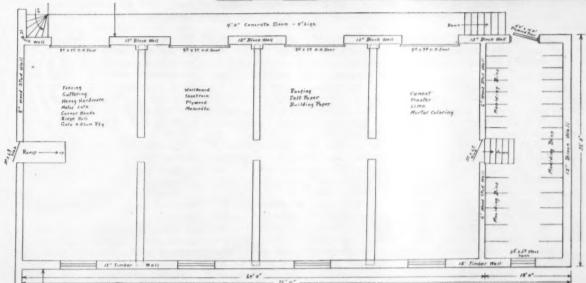
to own a mason's trowel and at this price I am going to satisfy that desire."

The display islands that feature main floor merchandise were shopbuilt to Harriman's dimensions. Ample toe room is provided so that customers can get close to displays without stubbing toes or marring the stand. Glass partitions form spaces for small items. Everything on the floor is marked for easy self-service.

More than 10,000 square feet of floor space is under roof in the new building, designed by architects and built by Harriman's company. Pier footings for the onestory structure, which features two

(See CASH-AND-CARRY page 69)





This plan of the Bargain Spot warehouse, which adjoins the main display and office building, shows five sections that group materials of various types. Four of these measure 16 by 30 feet and feature individual 8-by-7-foot overhead doors that open out on a loading platform. A passageway connects the sections. In the last and smaller

section, moulding bins show at a glance all types of mouldings in stock. Sacked cement, plaster, and lime can not add dust to other sections, thanks to this divided warehouse, which is also more fire-controllable. Ten customer cars or trucks can be accommodated in front of the 64-foot loading dock.

Color Styling A MODERN HOME

PART II

Using color schemes and colors to please

By Irma Dutrieux

This information on color and home decoration was presented by Miss Dutrieux in three lectures at the recent training course for women employees at the University of Oklahoma. She is color stylist for the O'Brien Corporation, paint manufacturers.



*Before an artist starts his picture, he knows the effects he wants. It may be the gaiety of a carnival scene, or it may be the quiet and peace of a forest glade. Deciding upon room color themes is not so difficult as you think!

Consider, first, the family's aims and ambitions. Then, decide on a general theme which expresses this spirit.

Endless variations in color combinations can be developed in any room, under different conditions, but the greatest number will belong to two general types of color schemes. Here is a note of caution:

"Don't try to handle too many colors in one room. Too few are always better than too many. Remember that you are free to use various shades and tints in each color, as well as bright and soft tones. This will prevent monotony, even if you do not use more than one or two basic colors.

Complementary color schemes are the type most widely used, both in traditional and contemporary designs, because they have the greatest variety and interest, and the effect is more stimulating.

Any two colors that are opposite each other or contrasting—like a warm and a cool color—make a complementary color scheme. But remember, if you want your room to hold together, there must be a predominance of either the warm or cool color in large areas—and of the opposite color in the smaller areas.

If a third color is introduced in the room, it should be the bright accent color and should be used in the smallest areas throughout the room, in pillows or accessories.

Don't ever use equal amounts of warm and cool colors in a room—and don't use the same Values and intensities of the two colors.

In general, the largest areas—like the rug, walls, and large up-holstered furniture—should be the dullest intensity, whether the color is light or dark.

Related color schemes are the second most widely-used color scheme. Related colors are the colors that range between any two of the three primary colors. For example, colors in different Values and intensities ranging between yellow and red.

The related colors are either in the warm color group or in the cold color group. Related colors give you a quiet and restful atmosphere. With the same principle holding true, vary your Values, intensities (Chroma), and textures to avoid monotony.

A monochromatic color scheme is based on using only one underlying color, such as green. This doesn't mean that everything in a room must be in the same tone of green. This would certainly be uninteresting and monotonous. The use of one color in a room is tricky and must be handled carefully. Variations of tints and shades of one color, as well as texture, are important.

For example:

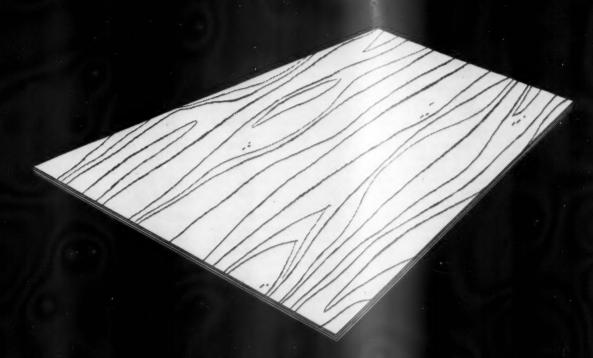
Walls and ceilings—soft yellowgreen.

Carpet—textured grayish yellow-green.

Upholstery — brighter yellowgreen.

Draperies — monotone fern pattern of dark olive-green and offwhite.

These basic principles will always be true, but from time to time a genius stumbles forth with new combinations — such as last year's "pink and orange," which was introduced by Melaney Kahne. Chosen "decorator of the year" for 1953, she is also responsible for the popularity of black and white in interiors. Each year, top decorators, designers, and stylists introduce the forthcoming popular colors for the



"If we sold only one product, it would be FIR PLYWOOD!"

"We move lots of fir plywood. We make a good return on it, and we like to handle it."

CROSS LUMBER CO., Merced, Calif.

How about you? Are you on the fir plywood profit band wagon? New building trends point the way to even bigger plywood profits. Feature fir plywood for built-ins and do-it-yourself jobs... for "bread and butter" sales in the new construction and remodeling markets. Your selling is backed by powerful national advertising, thousands of personal field calls—plus effective, practical dealer sales tools.

EXT-DFPA°





REMEMBER—your reputation is on the line with every panel you sell. Play it safe. Stock only DFPA grade-trademarked fir plywood. "EXT-DFPA" for outdoor use, PlyPanel for interior finish, PlyScord for structural use. Other grades for other jobs.

DOUGLAS FIR PLYWOOD ASSOCIATION, TACOMA 2, WASHINGTON



1: easy in sell-2, hundreds of uses 3, fast turnover 4, bigger profits 5, nationally advertised 6, easy to stock 7, grade for every job-8, tested quality

trend colors of the year.

A scientific fact of importance in relation to color surfaces is that they are greatly affected by adjoining or surrounding colors. They appear to change in color and Value, when certain other colors are close to them.

A square of red on a purple background appears to be tinged with yellow. A square of red on the orange background appears to be tinged with blue. In each case, the red square appears to be tinted with the omitted Primary color. This illustrates the importance of visualizing the influence of neighboring colors on one another.

So, keep in mind when working out a color scheme for one room that it will have an effect on the adjoining rooms. While there is no law to force you to duplicate colors in the adjoining room, it is better to have harmonizing color, at least.

There is no limit to color linking. Perhaps you have a piece of fabric or draperies that you are particularly fond of. If so, let this fabric be your starting point or key for the redecorating program.

Suppose we link colors for an entire house from one key fabric. At the same time we should have a reason for using each color, for each color says something.

DINING ROOM in Twilight Turquoise: Twilight Turquoise has a

glowing effect and is fresh and clean, and even more so when combined with white. Scientists tell us that color aids conversation and digestion, so it should contribute to a happy and peaceful setting that makes the family dinner an enjoyable feast. Many years ago, dining rooms were in somber mahogany and brooding browns, but those days are gone. Today the color scheme must be cheerful and inviting.

Living rooms as restful and inviting as this one, featured in the home decoration section of Mc-CALL'S magazine, can be achieved through artful use of paints and furnishings as described in this helpful article. It explains both complementary and monochromatic color schemes.

LIVING ROOM in Harvest Brown: Brown, beige, and gold are warm colors and create an atmosphere of hospitality. Sparked with the turquoise and lime, Harvest Brown adds interest and variety, yet the keynote is livableness and charm to be appreciated by the friends who are entertained there.

MASTER BEDROOM in Glint O'Gold: Many people ask the question, "What is the best color for the bedroom?" There is only one answer to that question and it is, "The favorite color of the person who lives there!"

Pastels have long been popular because they are restful. But don't hesitate to use a dark green or a brown, if that is what the occupant wants. Just make sure that the room has good light and mix plenty of light color with the dark.

BEDROOM in Party Pink: Delicate tints of warm colors are young and springlike and suggest this young girl's room.

KITCHEN in Pink Ice: In the kitchen, the woman's desire should reign supreme, for she is the culinary director and spends much of her time in the kitchen. The new psychology is that suitable colors for the up-to-date kitchen are without limit. Pale tones, as well as strong full colors, find an equal place and may be used to accommodate any mood.

BATH: Some colorists say that almost any hue may be used in this combined barber shop, beauty parlor, and first-aid station. But, through methods of reasoning, some of us have our preferences. Normal flesh is obviously pinkish or pinkish tan to a degree. Its complement is blue-green and the bluegreen causes average flesh to pick up in luminosity and to appear more youthful.

Pink might well be the second choice for the bathroom, as the pink tone will be reflected over the face and thus enhances the complexion.

So, you see, as you learn what colors say, you will find new enjoyment in using color through methods of reasoning and visualization, letting your basic knowledge stay in the background.

Psychology of color is not a new subject; peoples of ancient civilizations employed color in expressing their feelings and ideas. The psychology of color holds good wherever color is involved, because traditions and associations unite to establish a "language of color."

Yellow, the color of sunlight, brings good cheer. The personnel of a Boston bank objected to working in rooms that were painted dull gray and opened upon a narrow light shaft. When the walls were

(See COLOR-STYLING page 82)





Gate City helps cut your selling time . . . increase your sales

Gate City, makers of America's finest wood awning window, has launched the most forceful selling program in its forty year history!

Large, full page advertisements are regularly appearing in selected national Builder and Architect magazines, and special advertisements in **Small Homes Guide**. **House Beautiful**, and **House & Garden**, are telling the Gate City story to the customers you want most.

But that's not all — Gate City follows through with specially designed selling aids for you! Mailing stuffers, photograph folios, floor display samples, newspaper ad mats, complete Gate City Catalogues — in short, everything to help you increase your Gate City sales. And these valuable sales aids will help you move other building materials, too!

These Gate City Sales Boosters are available now!

- Newspaper Ad mats
 Catalogue with complete specifications and details
- Mailing Stuffers with space for your own imprint Floor Display Samples Foto Folio

Gate City AWNING WINDOWS

Perma-treated for Long Life

"Window Craftsmen for over 40 years"

GATE CITY SASH & DOOR CO., Dept. SBS-36 P.O. Box 901, Fort Lauderdale, Fla.

Gentlemen: Please send complete information on

Gentlemen: Please send complete information on Gate
City Wood Awning Windows.

Name____

Address.

ity _____ State ___

a industry NEWS

Trade Practices, Research, Sales Aids Considered by NRLDA

Exposition Plans Approved, Expanded

AUTHORIZATIONS and actions in behalf of a code of fair trade practices, closer cooperation with the Lumber Dealers Research Council, coordination of cost-accounting report forms and surveys, and more merchandising aids for its members highlighted the spring meeting of the board of directors of the National Retail Lumber Dealers Assn. at the Shoreham Hotel in Washington, D. C., May 16-20.

A featured visitor at the board meeting was Norman P. Mason, NRLDA past-president who now is acting commissioner of the Federal Housing Administration. Mason's remarks were mostly off the record to his old dealer friends from across the nation, but he made it plain that FHA is preparing to serve the interest of the home-owning public with greater effectiveness than ever, and he invited help and suggestions.

Both NRLDA President Henry J. Munnerlyn and Executive Vice-President H. R. Northup praised Mason's appointment as head of FHA. Munnerlyn observed that "his selection emphasizes the highly important part that retail lumber dealers play in building and modernizing housing."

In explaining how the association had been active in shaping better housing legislation and improving the flow of mortgage funds in needed areas, Northup said that nothing but good would come from the close attention that Congress is giving to FHA. Instead of losing public confidence as a result of the headlined irregularities, FHA would enjoy greater public confidence, its functions would be better known and appreciated, and the agency would be in position to serve the public and industry still more effectively in the future, Northup asserted.

Among the major moves made by the NRLDA board at this spring meeting were these:

Upon recommendation of the Committee on By-Laws, headed by W. A. Barksdale of Virginia, they were changed to provide for the election of two NRLDA vice-presidents, instead of the previous one.

Transfer of the 1954 annual board meeting to the Commodore Hotel in New York City at the time of the National Retail Lumber Dealers Exposition was voted.

The new Committee on Marketing was authorized to proceed with development of a "Code of Fair Trade Practices." (This committee includes Virginia's Craige Ruffin, John Alexander Jr. and John Holmstrom of Illinois, Clyde A. Fulton of Michigan, W. W. Anderson of Utah, John McCormick of Indiana, Donald Sterner of New Jersey, L. R. Aldrich Jr. of Montana, and H. Park Arnold of California.)

The Committee on Statistics was instructed to seek agreement on a standard report form and a "Standard Chart of Accounts" so as to enhance the value of the "Cost of Doing Business" surveys conducted by several state and regional associations, including Kentucky, Tennessee, and Virginia.

Closer cooperation of the Lumber Dealers Research Council and the NRLDA was approved. Each group will be represented on the board of the other and LDRC headquarters will be established within the offices of NRLDA in Washington. (Raymon H. Harrell, of the Small Homes Council of the University of Illinois, on August 1 will become full-time research director for LDRC.)

NRLDA Secretary Edward H. Libbey reported that 13 more 30-day courses in building material distribution had been held for dealer employees during the current college year. He announced that a second, enlarged edition of the Building Products Dealer Data Book was ready for distribution.

Recommendations from the Merchandising and Public Relations Committees were approved. These would continue coordination of advertising and promotional efforts of dealers and product manufacturers; have NRLDA prepare an analysis of dealers' bonus and profit-sharing plans as a follow-up to the recent "Commission Plans for study of Salesmen," and provide additional chapters for the Dealer Operating Guide. The latter would cover accounting, farm buildings, direct-mail advertising, how to handle Do-It-Yourself trade, how to manage a home improvement service, and several building products.

Public Relations Director E. B. Wilson explained plans for preparing an experimental sound-slide film on over-the-counter selling and advertising for dealer training programs.

Considerable interest in and support for the housing conservation program of the Better America Council was generated by the appearance at the national dealer meeting by John R. Doscher, assistant publisher of *Life* magazine. He showed and explained some challenging slides on "Conserving and Improving America's Housing."

Detailed plans for the National Retail Lumber Dealers Exposition to be held in New York City, October 2-10, were explained by General Chairman Ray Schaub and Exposition Chairman Phil Creden. They announced that three different Lu-Re-Co houses would be built in a five-day demonstration outside of the Kingsbridge Armory, and that these panelized homes would be given as door prizes to consumers attending the exposition.

Clarence Thompson, chairman of the Lumber Dealers Research Council, with the aid of Creden and Ray Harrell, explained the operation and merits of the Lu-Re-Co house panel program. He said reports would be made later this year on the council's window study and distribution sur-

Winners Announced in Dealer P. R. Contest

Five of the 10 top national winners in the 1954 Public Relations and Merchandising Contest held by the National Retail Lumber Dealers Assn. were enterprising dealers in the South and Southwest. They represented the states of Louisiana, Maryland, Florida, Texas, and West Virginia in the annual competition, the winners of which were cited at the NRLDA board of directors meeting in Washington, D. C., on May 20.

From the South and Southwest, the national award winners were: R. F. Mestayer Lumber Co., New Orleans, La.; Nuttle Lumber and Coal Co., Denton, Md.; Bailey Lumber Co., Bluefield, W. Va.; Olshan Demolishing Co., Houston, Tex., and the Renuart Lumber Yards, Inc., Coral Gables, Fla.

The other national winners: Ebenreiter Lumber Co., Sheboygan, Wis.; R. T. Arnold Lumber Corp., Adams, Mass.; A. W. Burritt Co., Bridgeport, Conn.; River Road Lumber Co., Inc., N. Tonawanda, N. Y., and the Potter Lumber and Supply Co., Worthington, Ohio.

"Century" Nu-GRAIN SILICONE-TREATED the most weather-resistant, dirt-resistant asbestos-cement siding ever offered by K&M! The water resistance of the Siliconed surface of "Century" NU-GRAIN Shingles seems unbelievable. It causes water to "ball up" instantly and roll right off. Tests have shown its astounding resistance to sunlight, industrial fumes, ice and snow and below freezing temperatures. Silicones are an invisible agent which cannot dissolve in water. They penetrate deeply and leave no surface film to peel off or wear away. Water-borne dirt, which can cause streaks under window sills and around other trim does not readily gain a foothold to mar the natural beauty of the shingles. "Century" NU-GRAIN Shingles are as permanent as stone itself. They will not burn, rot or corrode and never need paint for protection. The distinctive NU-GRAIN shades-green, brown, gray and whitetone—and the realistic wood-grain pattern are designed for a lifetime. Here, at last, is a truly weather-resistant, truly top-quality shingle for you to offer your customers-a new shingle that can bring new sales, new profits to you. Write for complete information today! There are six "Century" Shingles now Silicone-treated. In style #58: (straight butt line) NU-GRAIN gray, brown, whitetone and green (illustrated); also Shell White with cypress graining. In style #57: Shell White with cypress graining and wavy butt line. **KEASBEY & MATTISON**

COMPANY • AMBLER • PENNSYLVANIA

America's first maker of asbestos-cement shingles



WILLIAM A. RICHARDS is the new Southern sales representative for building products of Chicopee Mills, Inc. From headquarters in Dallas, Tex., Richards will push the sale of Lumite saran screening and fabric, Chixon rayon fabric, Chicopee Fibre fabric and Fiberglas screening. He formerly was associated for eight years with Deering-Milliken and Co., Inc., most recently as Chicago sales manager.

"Wanna Be A Lumberman"

Four-year-old Randy and Ronnie Crum, twin sons who were adopted in Ireland by the DeLee Crums, were among 22 persons taking the oath to become American citizens in Baton Rouge, La., recently.

Both were all smiles. But when asked if he wanted to be an American, Ronnie shook his head. "No," he mumbled shyly, "I wanna be a

lumberman."

Steel Door Institute Formed

Manufacturers of steel doors have organized the Steel Door Institute. Its goal is to "establish standards within the industry and to disseminate information concerning steel doors."

At the first meeting in Chicago, April 14, A. L. Munsell, Truscon Steel Division of Republic Steel, was chosen chairman of the institute. D. W. Dawson, American Welding and Manufacturing Co., is vice-chairman, and N. L. Lehman, Steelcraft Manufacturing Co., is treasurer.

Charter members of the institute include the American Welding and Manufacturing Co., Detroit Steel Products, Diebold, Inc., Steelcraft Manufacturing Co., Republic Steel Corp., United Steel Fabricators, and Virginia Metal Products, Inc.

personnel parade

Barclay Manufacturing Co.... President Harry Feder has appointed Leonard Cole advertising manager of this firm that produces prefinished wallpanels and structural plastic panels. Cole formerly was a creative executive for the Metropolitan Advertising Agency in New York City. He previously was sales promotion manager for the Jason Corp. in Hoboken, N. J.

American Machine and Foundry Co... RODNEY C. Gott, a director and vice-president, has been named executive vice-president of AMF. He has been in charge of the General Products Group and Commercial Research and Development since 1951.

Miracle Adhesives Corp. . . . This manufacturer of industrial and construction adhesives has appointed STANLEY S. SIGUR of Conyers, Ga., as a salesman for its products. He has a masters degree from the University of Michigan and served as a lieutenant-commander in the United States Navy. His territory includes Georgia, Alabama, and South Carolina.

Celotex Corp.... A new member of the Celotex 25-Year Club is Ernest C. Rautenberg, assistant general sales manager in charge of the western half of the nation. He was admitted to club membership at a special luncheon by Executive Vice-President Henry W. Collins, who presented the gold quarter-century pin and a company gift. Rautenberg joined the company as a territory salesman in Indiana in 1929. He successively served as Chicago assistant branch manager and Boston branch manager, and in 1939 assumed his present executive position at Chicago headquarters.

Childers Manufacturing Co. . . . New vice-president in charge of sales

for this Houston, Tex., manufacturer of advertised aluminum awnings and other metal building specialties is David F. Scales. He formerly was general sales manager for the Southern States Iron Roofing Co., regional distrib-

utors of building materials from Savannah, Ga. He was active in Hoo-Hoo and other industry groups there.

Corrulux Division of the Libbey-Owens-Ford Glass Co. . . . New general sales manager of this structural plastic panel manufacturer in Houston, Tex., is Ralph W. Burdeshaw. A native of Dothan, Ala., Burdeshaw spent his early business career in the plywood industry and in the sale of mill and contractor supplies in North Carolina. He recently had served as Corrulux sales manager in the Southeast from headquarters in Atlanta. Ga.



JOHN J. HICKEY has been appointed advertising manager of the Georgia-Pacific Plywood Co. He joined G-P a year ago as assistant advertising manager. He formerly was commodity advertising manager for the National Gypsum Co.

Leland New President of Long-Bell Chain

John D. Leland was elected president of the Long-Bell Lumber Co. at a directors' meeting on April 21. He succeeded J. M. White, who stepped down from active duty under the company's retirement plan. White remains a director.

Leland, 50, is the fifth president of the pioneer chain of yards and warehouses, with Kansas City headquarters. He joined the organization in 1946 and is married to a granddaughter of the late R. A. Long, founder of the company.

The directors also elected Harry G. Kelsey, general manager of the Vaughn Division since 1951, to the post of vice-president at Longview, Wash. Julian M. White Jr. succeeded Kelsey in Vaughn, Ore.

Good Weather for Sales

The New York Wire Cloth Co. has turned weather forecasts into a new "sales weapon."

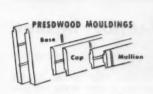
The more than 10,000 dealers who



And Watch Your Profits Soar!

Barclay Tile Wall Board . . . in 3 patterns and 11 enticing colors . . makes friends wherever it is sold. Friends who come back again and again to keep your cash register ringing.

Easy to install, you can sell Barclay Panels to builders and to the "Do-It-Yourself" trade. Modern in appearance, its long-lasting surface is a "cinch" to keep clean. Priced right for steady sales and a good profit margin.



ALUMINUM MOULDINGS



Divider



(TA)



Mastic Cement

IF THE SHELVES IN YOUR "WAGON" ARE BARE, BETTER OR-DER A SUPPLY OF BARCLAY PANELS TODAY. CONTACT THE NEAREST SSIRCO WAREHOUSE FOR IMMEDIATE SERVICE.



Outhern States Iron Roofing Co.

Savannah, Ga. Atlanta, Ga. Tampa, Fla. Miami, Fla. Jacksonville, Fla. Birmingham, Ala. New Orleans, La. Nashville, Tenn. Memphis, Tenn. Louisville, Ky. Columbia, S. C Raleigh, N. C. Richmond, Va. sell this firm's Durall screens receive a four-page folder giving weather forecasts for three months in advance. The company tells dealers how to make use of these forecasts in planning advertising and window displays of screening.

The cost of a dependable weather service to an individual client is usually beyond the range of the average retailer, according to Durall Advertising Manager Richard J.

Wall.

Messner Joins NPS

George Messner has joined the National Plan Service, Chicago, as a special representative handling the Lu-Re-Co merchandising package and other NPS services related to the work of the Lumber Dealers Research Council.

Messner has served the Red Cedar Shingle Bureau as a representative in the South and most recently in the

Los Angeles, Calif., area.

New Lumber Name

The brand name of one of its most popular products—Engelmann spruce lumber—has been changed by the Pack River Sales Co. of Spokane, Wash. Formerly marketed as North Idaho Engelmann spruce, the lumber now is sold as "Pack River Qualitized Engelmann spruce."

The Pack River firm has just published a brochure which shows and tells how this lumber is logged and milled in northern Idaho. The brochure includes data on production, shipping, and other facilities of the manufacturers it represents. Free copies are available from Pack River Sales Co., P. O. Box 64, Spokane,

Wash.

Heads Burns Screen Sales

Robert K. Warner has been appointed general sales manager of the Burns Manufacturing Co. by President Sam Burns. This firm makes Burns patented tension screens for homes, offices, and institutions. It also produces metal stampings, roll forming, and fabricating.

Warner most recently had been connected with the Gilbert and Bennett Mfg. Co., Georgetown, Conn. He formerly was Southeastern district manager for the woven wire fabrics division of the John A. Roebling's Sons Co. of Trenton, N. J. He is a graduate of Penn State College.

The Burns Manufacturing Company's plant and headquarters are at Louisville, Ga. The company recently opened a sales office in Atlanta to better serve north Georgia wholesalers of hardware and building materials.



Millers Told How to Hike Lumber Income

THE GREATER PROFITS that come from harvesting larger trees and carefully sawing them for the highest grade were explained to over 100 sawmill operators and forest industry representatives from Georgia, Tennessee, and North Carolina at the Atlanta Oak Flooring Company's concentration yard in Blue Ridge, Ga., on April 28.

This conference for loggers and operators of circular mills was similar to one held by AOF at Jasper, Tenn., a month before — and others planned for Baldwin and Atlanta, Ga., yard sites soon. John B. Thomas, vice-president of the Atlanta Oak Flooring Co., served as host and gen-

eral chairman.

Thomas is seen in bottom photo, above, discussing a production and profits chart with Ben C. Cobb, center, of the Division of Forestry Relations of the Tennessee Valley Authority, and W. H. McComb, left, assistant director in forest management of the Georgia Forestry Commission. This study showed 46 per cent profit on an oak tree 16 inches diameter, average size, compared with 6 per cent on a 12-inch tree.

McComb urged the loggers and mill men to utilize the timber management services provided landowners and operators by the state. Cobb discussed factors affecting logging and milling costs.

Theo Evans, AOF official grader and inspector, is seen in the top picture pointing out defects that complicate the cutting and grading of oak lumber. He told how logs could be bucked and sawn to achieve higher grades and prices.

A Liberty Mutual Insurance Co. engineer pointed out ways unsafe conditions and unsafe activities could be avoided in the woods to reduce the number of accidents and injuries. He said one out of seven loggers has a disabling injury each

year.

Spokesmen for machinery manufacturers told how to increase production and quality through use of modern equipment and better maintenance of existing mills and saws. Prof. B. F. Grant, head of the University of Georgia school of forestry, summarized the day's revelations and underscored the underlying theme that larger trees had to be harvested and lumber of good grade quality had to be produced if the operators were to find a profitable market for their product.

Lee S. Settel, buyer for the Appalachian Oak Flooring and Hardwood Corp., Ellijay, presided over

the conference.





Removable R.O.W High-Lites excell in all five modern requirements — Privacy, View, plus all the fresh air wanted; Protection, Ventilation, and Space Saving.

The wise merchandiser knows that home owners today are demanding quality and good appearance. R·O·W High-Lite gliding wood windows together with the original R·O·W removable wood windows fulfill those requirements in every respect — another reason why R·O·W merchandisers make more money, faster.

Ask for more details.



MANUFACTURED BY

R-O-W DISTRIBUTORS

MANUFACTURES OF MILLWORK . DISTRIBUTORS OF DUILDERS SUPPLIES Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA



R.O.W'S . . . THE MOST POPULAR BY 2 TO

New District Promotes Three Lowe Bros. Men

A new district with headquarters in Dallas, Tex., has been opened by the Lowe Brothers Co., paint and varnish makers of Dayton, Ohio. Murphy L. Fontenot has been named manager of the new district. He had served eight years in the Southern district as a trade salesman and sales manager. He also has served on Lowe Brothers Management Advisory Council.

The establishment of the new district is a part of Lowe Brothers expansion and development program to better serve both new and established dealers in Texas, Arizona, and New Mexico, General Sales Manager W. C. Rhodes stated.

Hoyt Simmons was promoted to the position of Southern district sales



HOYT SIMMONS



WILLIAM D. MOORE



MURPHY FONTENOT

manager, the post vacated in Atlanta, Ga., by Fontenot. Simmons joined Lowe Brothers in 1946 as a trade salesman. As district sales manager, he will direct sales activities of Lowe Brothers and Kem products throughout the Southern states. He formerly was sales representative for Lowe in the Alabama territory.

William D. Moore has been promoted to manager of Lowe Brothers Mid-central district operations in Kansas City, Mo. He joined Lowe Brothers in 1941 as a trade salesman. He has served as Midwest division manager and as Kem products manager for the entire country. In his new position, Moore will direct and coordinate Lowe Brothers and Kem products sales through distributors and dealers throughout the West Central area.

Top Personnel Changes at Pa. Lumbermen's Mutual

Herman J. Pelstring, who started with the Pennsylvania Lumbermen's Mutual Insurance Co. in 1901 as an errand boy and clerk, recently was elevated from president to the newly-created post of chairman of the board.

Over 200 persons attended a testimonial dinner at which Pelstring was given tickets to South America, where he will attend the Hemispheric Conference of the Chamber of Commerce at Rio de Janeiro, Brazil.

Eighteen other employees received gold watches for 25 years of service.

The new president is Fred H. Ludwig, former executive vice-president. He joined the firm in 1928 and has been a director since 1931. Also president of Merritt Lumber Yards, Inc., Reading, Pa., he is actively interested in several building supply and real estate firms.

Western Red Cedar Manufacturers Organize

Manufacturers of Western red cedar from Washington and British Columbia have formed the Western Red Cedar Assn. to promote the sale and greater use of cedar siding and lumber.

At the first meeting in Seattle on April 14, R. M. Ingram, Aberdeen, Wash., was chosen president. D. Johnston, Port Moody, B. C., was elected vice-president, and J. A. Mc-Crory, Seattle, secretary-treasurer.

The 12 manufacturers in the original incorporating group include the Aloha Lumber Corp., B. C. Manufacturing Co., Flavelle Cedar Limited, William Hulbert Mill Co., MacMillan and Bloedel, Ltd., McDonald Cedar Co., E. C. Miller Cedar Lumber Co., Nalos Lumber Co., Norwood Lumber Co., Ltd., Northwestern Lumber and Manufacturing Co., and Seattle Cedar Lumber Manufacturing Co.

Storage Shed Construction Viewed by Trade Class

One way to cooperate with highschool classes and court new customers for tomorrow is to expose them to good construction methods and progress, Albert Baumstark Jr. decided.

So, while a new 20x200-foot storage shed was being constructed for the Highway Lumber Co., Inc., at Herculaneum, Mo., he invited the instructor of the local high school's building and trade class to bring the boys over. They came—30 of them—and spent an hour checking the construction details and looking through this dealer's convenient yard, north of St. Louis.

Because of the interest of such school groups in construction, this was a natural way to help and win the attention of the class.

Industry Groups Form Allied Masonry Council

Representatives of the structural clay products industries, natural stone industry, marble industry, granite industry, and the masonry unions met recently and formed the Allied Masonry Council. Douglas Whitlock, general counsel and chairman of the board of the Structural Clay Products Institute, presided at the first meeting.

The purpose of the new council is to establish methods for providing architects, contractors, and building owners with technical findings of these groups. Some of the latest technical data were discussed at length and a prospective program analyzed.

Builder minimizes costly wet-weather delays!



Saves time, speeds completion by using

<u>Double-Waterproofed</u>

CELOTEX INSULATING SHEATHING

George W. Miller, President, Miller Homes, Inc., Detroit, Michigan, says, "Celotex Double-Waterproofed Insulating Sheathing has solved the problem of after-rain delays for us. Its integral treatment and asphalt coating provide such excellent moisture protection that time lost due to wet weather is cut to a minimum. Celotex Insulating Sheathing ends another headache, too. Thanks to its double-waterproofing, it prevents harmful moisture and dampness from settling in the walls during construction."

Mr. Miller's experience is not unique. Hundreds of builders tell of incidents equally gratifying. Practical job advantages demonstrated by Celotex Double-Waterproofed Insulating Sheathing... make these top builders justified in their preference for this famous name in sheathing. By an impartial survey, architects, too, choose Celotex Insulating Sheathing... prefer it 2 to 1 over the next leading brand.

The facts: Bigger sheathing volume, better profits—can be yours when you feature the brand builders and architects prefer. Stock, display, promote Celotex Insulating Sheathing, now! The practical job advantages listed below are the key to easier, faster sales.

Celotex National Ad Campaign Spotlights Sales for YOU!

'54 can be a big year for you. Celotex helps make it possible with its great new national ad campaign. Ads. . big, colorful, powerful. . . in SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, other top magazines . . month after month! More impressive ads in front-line builders' magazines. The Aim: To drive pre-sold Celotex customers straight to you!

The brand name Celotex is one of national preference, created by a third of a century of consistent and effective national advertising. You'll find sales come easier when you feature genuine Celotex Insulating Sheathing and other building products of this famous Celotex family.



Check these big selling-features . . . yours only in CELOTEX DOUBLE-WATERPROOFED INSULATING SHEATHING

- 1. Insulates and Weatherproofs as it builds. All at one cost. No building paper
- 2. Laminated for Extra Strength and rigidity. All Celotex 25/2" Insulating Sheathing, both 4' wide and 2' x 8', is made of 2 plies, specially bonded.
- 3. No Corner Bracing Needed to meet F.H.A. requirements, with 4 ft. wide, ²⁵/₂₂" thick Celotex Insulating Sheathing. Has approximately 30% greater strength than ordinary sheathing with let-in bracing.
- 4. Goes Up 30% Faster. Easier to cut and fit. Up to 15% less waste.
- 5. Excellent Base for Wood or Asbestos Shingles. Use special methods or fasteners for direct application; or apply over Celotex Impregnated Backer Board.
- Double-Waterproofed. Outside, by protective asphalt coating. Inside, by special processing of the fibers. Yet has more than twice the vapor permeance advocated by government agencies.
- 7. It is the Only Sheething made of tough, strong, long Louisiana cane fibers protected by the patented Ferox® Process from dry rot and termites.



Feature the brand builders and architects prefer ...



REG. U. S. PAT. OFF.

INSULATING SHEATHING

The Celotex Corporation, 120 S. La Salle Street, Chicago 3, Illinois



KANSAS

EL DORADO: I. H. McIntire, retired lumber dealer, has been elected mayor.

ARCADIA: Melvin L. Filkins has bought the Arcadia Lumber Co. from John Brentari. Filkins has been with the Federal Deposit Insurance Corp. and resigned to devote full time to the lumber business. Rollin Scott, former manager, continues with the firm as an assistant.

ANDOVER: The L. S. Dack Lumber and Feed Co. recently held "open house" to show off its new office and display building. A bronze plaque hangs in the new building, stating that it commemorates the memory of the late Loren S. Dack, who operated a business in that community from 1910 until his death in October, 1953. . . The Bock Lumber Co. recently opened here.

FLORIDA

TAMPA: Segundo Gonzales has been made director of sales and public relations for the Peninsular Lumber Supply Co. He founded the Gonzales Lumber and Supply Co. but later sold the firm to the Peninsular company.

VIRGINIA

MANASSAS: The Manassas Lumber Corp. has a new two-story addition to its office and sales department, said to be one of the largest and finest structures of its kind in this part of the state. Large plateglass windows extend across the front and around the west side of the building.

OKLAHOMA

DUNCAN: The R. B. Spencer Lumber Co. is building a new office and lumber sheds at Sixth and Main Street, on the site of an old cotton gin. The firm will move its operations to the \$40,000 plant when completed.

TULSA: Much damage was done to the Anchor Lumber Co. during a recent tornado. Fire broke out about 2½ hours after the storm, destroying four trucks and lumber.

TULSA: The Carter Lumber Co. here has been merged with the Dale Lumber Co. at 624 East Second Street by Owner Dale Carter. The firm name has been changed to the Dale-Carter Lumber Co. The Carter property will be used as a warehouse for the combined operation.

LOUISIANA

ALEXANDRIA: More than 30 employees of the Roy O. Martin Lumber Co. received service pins for from five to 25 years service with the company. The pins were presented at a barbecue at Lake Mil-Mar. Sales Manager Eugene Glankler presented the pins and then received a 25-year pin himself, presented by his wife.

MISSOURI

BUTLER: Merle C. Tyner, lumber dealer, has been elected mayor of Butler.

DEEPWATER: Gentry Shyrer is new manager of the Hurley Lumber Co. He succeeded Harry Schanz, who is now a rural mail carrier for the Carrollton post office.

WEST POTOSI: Robert Crow, owner of the Crow Lumber Co., has remodeled the front of his building. It now features four plate-glass windows for display and a modern entrance.

CHILLICOTHE: Elmer Weber has moved here from Emma to manage the North Missouri Lumber Co. yard. He will relieve Ralph Winans of part of his duties here. Winans continues to have charge of the warehouse and distribution and remains supervisor for 13 yards in northern Missouri.

GRANT CITY: Paul R. Stanton is new manager of the T. E. Snowden Lumber Co. yard here. He succeeded Garland Battalia, who moved to Houston.

JASPER: Burglars successfully entered the Burgner, Bowman and Matthews Lumber Co. recently by prying off boards at the rear of the yard and entering the office proper through a window. They took equipment and merchandise amounting to \$500.

ARKANSAS

MORGAN CITY: The Ideal Lumber and Supply Co. has been reorganized. Elmo Robicheaux sold out to his partners, Paul Boudreaux and Raymond Ratcliff. . . . The Harvey Lumber and Supply Co., Inc., has

opened a yard along the Boeuf waterfront, to concentrate on oil-field supplies. A site 430'x1,000' has been leased by the Harvey, La., firm. "Cab" Cabaniss will supervise the new yard.

HOPE: Joe Hutson is now sole owner of the City Lumber Co. He has bought the interest of his former partner, John Green.

KENTUCKY

BEAVER DAM: The Haven Appliance and Building Supply Co. recently held a "grand opening." It is owned by two brothers, A. T. and Raymond Haven, who added building supplies to their established store for appliances.

PARIS: The Bourbon Lumber Co. has added a parking lot next to its office to accommodate more customers. Raymond McConnell, former president of the Kentucky Retail Lumber Dealers Assn., heads the firm.

BOWLING GREEN: The Park City Coal and Lumber Co. here has recently completed a two-story office addition and a large lumber shed. In business for over 61 years, it is one of the oldest business firms in the Bowling Green area. The organization has expanded steadily and now employs 14 persons whose aggregate time with the company exceeds a century.

SOUTH CAROLINA

MARION: R. T. Hatchell has sold his interest in Pee Dee Building Industries here and retired from the business. It is now managed and operated by Howard Jones, Hatchell's long-time partner.

HOMEWOOD: The Dargan Lumber Manufacturing Co. has opened a new "super market" at its plant here. E. E. Dargan reports that he is saving customers money by offering self-service and cash-ahd-carry terms.

TENNESSEE

MEMPHIS: The Best Lumber and Millwork Co., at 2665 Broad here, has been incorporated.

KNOXVILLE: New general manager of the Schubert Lumber Co. on Washington Ave. here is John H. Wallin. He relieved one of the owners. Alex Schubert, so he could look



Now-Carey stone asbestos siding

is DOUBLE-SEALED to seal up sales!

New Carey double-sealing process permanently seals out water, dirt, fumes and weather . . . keeps colors fresh and new-looking for years and years!

You can't see the double seal applied to Careystone asbestos siding. But you can see what it does to provide real customer satisfaction! Just ask your Carey Representative for a demonstration!

You'll see how water rolls right off Careystone...can't penetrate to carry in dirt, grime and stains. Here at last is a siding that stays fresh and new-looking; is wonderfully resistant to sunlight and fading, fumes, chemicals, atmospheric deterioration.

Careystone Double-Sealed Asbestos Sid-

ing is a permanent material that will not rot, rust, corrode, burn, warp or buckle. Its Plastic-Silicone seal will not peel or wear away. And Careystone never needs protective painting or preservative treatment. Beautiful pastel shades in a variety of colors and a handsome striated texture win instant customer approval.

Be sure and ask your Carey Representative to show you new Careystone Double-Sealed Asbestos Siding. Or, write to us for complete information. Address Department SES-6.

Colors: Pastel Green

Pastel Brown Pastel Coral Pastel Gray

Serving Home, Farm and Industry Since 1873



The Philip Carey Mfg. Co., Lockland, Cincinnali 15, Ohio In Canada: The Philip Carey Co., Ltd., Montreal 3, P. Q.



after other business interests more intensively. Wallin for five years had been Celotex sales representative in east Tennessee.

GEORGIA

EASTMAN: S. H. Hardin has sold the Eastern Grocery and Lumber Co., which he has operated here since 1919, to a new company operating as the Eastman Builders Supply. John D. Wilcox is manager and operator. Other officers are Jimmy Lee Wilcox; S. H. Hardin, who retains the charter, and Alex Colter.

TEXAS

FREDERICKSBURG: J. D. Stein, son of Joe Stein, returned to his position as partner in the Stein Lumber Co. after nine months in Korea. Young Stein served as a second lieutenant. He entered the Army after graduation in 1952 from Texas A and M, where he majored in building materials marketing.

LAKE JACKSON: The Burton Lumber Corp. has opened a new yard in Lake Jackson, following the purchase of the former Jack Reid Lumber Co. J. L. Todd has moved to Lake Jackson to operate the new business, assisted by Bill Box. Reid, the former owner, continues his appliance business.

SAN ANTONIO: C. C. Crouch Jr. recently was graduated from Baylor University. He has joined the sales staff of his father's business, the Crouch Lumber Co. His wife presented him with a new daughter, Paula Elaine, the day he received his diploma. . . The two partners in the Guadalupe Lumber Co., John W. Grothues and Maurice Grothues, both have new sons, born within four days of each other. . . . The Steves Lumber Co. was host at a breakfast recently to entertain members of the South Texas Press Assn. Robert Lee Babbitt was toastmaster.

CORPUS CHRISTI: The Portland Lumber and Supply Co., with head-quarters in Portland, has opened a yard in Corpus Christi, near Highway 181. The owners — Charles Hayek, E. W. Hayek, and Bill Butler — have announced that their firm features a complete planning and building service, in addition to retailing building materials.

FLOYDADA: J. M. Wilson Sr., of Wilson and Son Lumber Co., is written up in the 1954 edition of Who's Who in America. A prominent industry figure for many years, he owns an interest in several retail lumber firms in west Texas.

ELECTRA: The Cicero Smith Lumber Co. announced its remodeled store to the public with a full-week celebration. Souvenirs were given every day and prizes awarded on the



"Your Grandfather sold paint ... We sell color!"

"The entire paint-selling picture changes periodically, Jimmy. For instance, your grandfather poured fine paint from a barrel for each customer. Then for faster, more convenient sales, it was put up in cans, but with rather limited color selection. Today, with DECOR-MATIC, Pee Gee gives us great color range to increase paint sales.

"The DECOR-MATIC color system, has the wide selection of 180 fashion-

correct colors. The exclusive dial makes colors easy to choose . . . actually makes color selection self-service. And for all this we stock only 18 base colors and 20 "one-shot tube" colors to keep our inventory low . . . our turnover high.

"87 years of paint-making experience has gone into Pee Gee One Coat Flatkoatt. To make it easy to sell, Pee Gee has given this truly fine paint

all the qualities our customers need in a flat wall enamel. It's easy to apply . . . it's quick-drying and odorless . . . it has a tough alkyd base . . . it's scrubbable.

"Now, these 180 beautiful colors come in this top quality paint. It's the very practical Decor-matic color system that brings us this automatic way for color to increase our interior paint sales."

Do yourself a profitable favor and fill out the coupon now!

PEASLEE-GAULBERT

PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky Serving the South Since 1867



Peaslee-Gaulbert Paint & Varnish Company Dept. #B - 223 N. 15th St., Louisville, Ky.

Gentlemen: I am interested in learning more about the DECOR-MATIC paint color system. Please rush my free copy of "A New Formula for Profitable Paint Sales."

Name_____

Address

City_____State_



last day. The lumber firm is the oldest business in Electra, having operated under the same name since 1905.

PORT ARTHUR: W. S. (Buddy) Martin Jr., vice-president of the Martin Lumber Corp., has been named Port Arthur Civil Defense director by the city commission.

DALLAS: The American Building and Supply Co. has been incorporated by Jack Killiam, L. W. Wilson, and Pat Reed.

STEPHENVILLE: Velon Reese is the new manager of the Barnes-Mc-Cullough Lumber Co. He was transferred from the Goldthwaite branch.

SHERMAN: The Carey Lumber and Supply Co. has been granted a 50-year charter of incorporation to deal in building materials. Incorporators are John B. Pope, C. J. Hilburn, and Frank E. Carey Jr.

NEW BOSTON: The Bloxham Lumber Co. has been sold to the Morris Dunn Lumber Co. of DeKalb. The Dunn firm is one of the largest in this section. Owner Dunn says the new branch will be remodeled and its stock increased to make it a real "one stop" yard.

ROBSTOWN: Malcolm Pollard is new manager of the Braden-Johnson Lumber Co. He has served three years as manager of the Lynch Davidson Lumber Co. and operates a farm.

SAN SABA: A recent fire nearly destroyed the William Cameron and Co. yard here.

OBITUARIES.

CHARLES W. JOHNSON. 53, died May 1 at St. Joseph Infirmary in Louisville, Ky. He had been president of the B. J. Johnson and Sons Lumber Co. in Louisville for 35 years. He is a former president of the Louisville Business Men's Club, past Grand Knight of the Louisville Knights of Columbus, and member of other civic and religious organizations. He leaves a wife, daughter, and son.

DANIEL RAVENEL, vice-president of the Carolina Mills Lumber Co., died in Winnsboro, S. C., May 4. He leaves a wife, two sons, and two daughters.

WILLIAM FARLAND HANKINS, 74, who operated a wholesale lumber business in Kissimmee, Fla., until he retired in 1952, died May 9. He started his business career as a pharmacist in Tampa and later was associated with the Tucker Brick Co. and the Everglades Cypress Co. He owned one of the rarest coin collections in the state. He later donated

the coins to Tampa for the Hankins Museum, which also holds his relics of the Spanish-American War. Surviving are his widow, six sons, and three daughters.

WALTER DAVIDSON SR., 62, died April 27. He was manager of the Long-Bell Lumber Co. at Fort Smith, Ark.

W. L. HARRIS, 73, owner of the Harris Lumber Co. in Tulsa, Okla., recently died after a week's illness. He built the first house in Tulsa financed under FHA. He was active in the Tulsa and Oklahoma lumbermen's associations and managed his business until 18 months ago. Survivors include a daughter and three grandchildren.

JAMES OLIVER PAGE, 62, owner of the Page Lumber Co. in Little Rock, Ark., died April 29. He leaves a wife, son, and four daughters.



How to Build a House

The latest trends and best methods of building the most popular type of house in the U. S.—the frame dwelling—are clearly shown and explained in the second edition of "Dwelling House Construction." It was prepared and written by Albert G. H. Dietz. At one time a carpenter, draftsman, foreman, and architectural and engineering designer, he now is professor in the department of building engineering and construction at the Massachusetts Institute of Technology.

In this second edition, Dietz has expanded and brought up to date the chapter on all builders hardware. He also has added a new chapter on panelized dwelling construction, including standard wood, stressed-skin, and sandwich prefabricated panels.

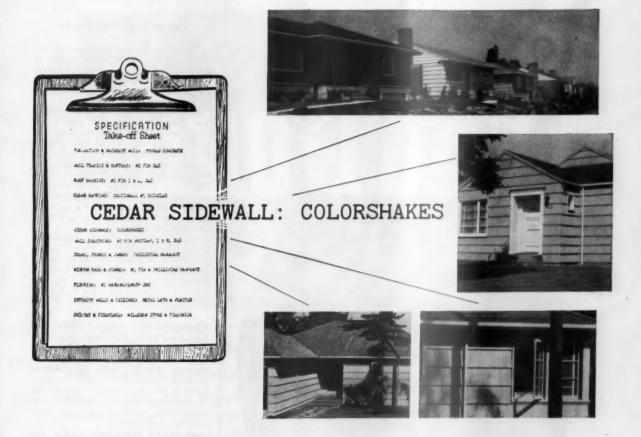
In 396 pages, including handy index, this practical book clearly explains the steps involved in building a frame dwelling from the original site inspection to the final coat of paint. Whole chapters are devoted to site inspection; building layout; excavation and sanitary systems; foundations; framing — the eastern, western, and balloon types and variations; windows; roofing and flashing; cornices, gutters, leaders; exterior finishes and water tables; insulation; lath and plaster walls, "dry" walls; interior finish; hardware; painting; panel construction.

Newest in the series of Van Nostrand Books for the architect and

SPECIALIZED LOCKS AND BUILDERS' HARDWARE

it pays to stock Coursilaktes

the specified line



Beautiful colors that last are largely responsible for the popularity of genuine Colorshakes among builders, architects and critical home owners. Colorshakes sales have increased 400% in the past 12 months! Dealers are finding that Colorshakes' exclusive color process produces quality shakes of exceptional dependability. Quality that hurries the sale . . . and builds repeat business. It is this superior color—applied to precision-squared, beautifully striated, Certigrade Cedar Shingles—that has made Colorshakes the favored sidewall for new construction and modernization. You need only examine and compare to see why more and more dealers are featuring Colorshakes—the specified line. Better get all the details.

Write, wire or phone for the name of the Colorshakes distributor in your area.

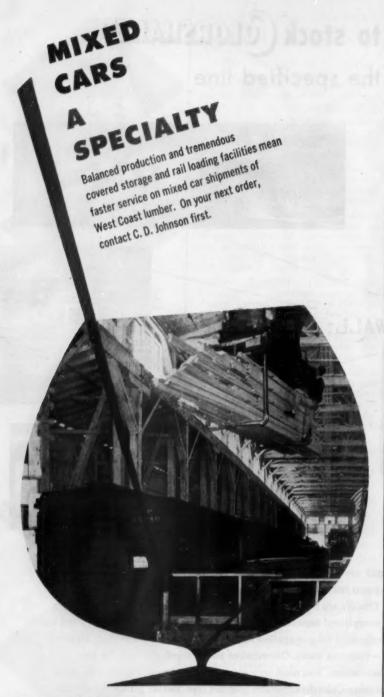


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Shipments: RAIL AND WATER
Sales Offices: AMERICAN BANK BUILDING • PORTLAND, OREGON

TRADEMARK OF QUALITY LUMBER

OF GEORGIA - PACIFIC PLYWOOD COMPANY

builder, "Dwelling House Construction" should be an invaluable reference book for any dealer who sells house jobs or engages in repairing or improving frame dwellings. This guide costs \$7.50 a copy from D. Van Nostrand Co., Inc., 250 Fourth Avenue, New York 3, N. Y.

Farm Building Plans

The Midwest Plan Service, an activity of the U. S. Department of Agriculture and the North Central Land Grant Colleges, has prepared a series of plans for grain storage buildings.

Farm customers who want to make use of any of the designs can obtain plan sheets for 15 cents each, offered in sets of from one to four sheets. Plans include farrowing barns of various sizes convertible to grain bins; movable brooder houses; farm elevators; grain bins convertible to garages; corn cribs; machine shed convertible to a corn dryer; movable hog and cattle self feeders, and other farm buildings.

A booklet of the plans and elevations is available from Henry Giese, Chairman, Agricultural Engineering Department, Iowa State College, Ames, Iowa.

BRUSHED PLYWOOD FINISH. The Georgia-Pacific Plywood Co., Dept. SBS, Olympia, Wash., has issued a sheet of instructions for achieving various effects with Ripplewood brushed plywood. It covers staining, paint or lacquer, and two-tone effects. It also suggests ways to achieve patterns with wood in paneling, with squares and planks.

PORTABLE MILKING BARN. The Oklahoma Agricultural Experiment Station, Dept. SBS, Oklahoma A and M College, Stillwater, Okla., offers plans for construction of a portable milking barn. The booklet suggests that this portable barn is particularly suitable for tenant farmers, who may move to another farm the next year.

LUMBER DIRECTORY. The West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore., has issued its 1954 directory of "where to buy." It lists information on capacities, equipment and special facilities, species and lumber products manufactured, and other data on all member firms.

MODERNIZE LOCKS. "How to Modernize Your Home with Kwikset Locks" is a new folder designed to inspire home-owners to replace old, rattling door knobs and locksets with modern hardware. Step-by-step instructions show how to remove old hardware and replace with new in a short time. Kwikset Locks, Inc., Dept. SBS, Anaheim, Calif.

IT'S NEW ... IT'S BEAUTIFUL ...
IT SAVES STORAGE SPACE!

Duo-Ione

One color one side . . . a second color on the reverse side . . . that's the big news in wallboard.

Yes, double-color is yours to offer customers with DUO-TONE, the newest pre-decorated wallboard in the complete Plastergon line.

DUO-TONE is available in 4 colors: twilight rose, ivory, suntan, and seafoam green. And you can have these colors back to back in any conceivable combination for Plastergon makes them all.

Consider what such a color line means to your customers. New decorative schemes are possible. New colors can be added to homes, offices, and displays. Furthermore, you can offer these many colors with less storage space because as few as two different boards can enable you to offer all four colors.

DUO-TONE is four-ply, 3/16" thick and is offered at no increase in price over plain board of the same specifications as our Economy brand. It's available in panels 48" wide and from 6 to 12' long.

SEND FOR SAMPLES TODAY

MAMMOTH, 1/4" pebbled wallboard • PERFECT-O-CELL, 3/16" pebbled wallboard • BUCKSKIN, 1/10" pebbled wallboard DUO-TONE, two colored wallboard • ECONOMY, ivory finish wallboard • EBONY, 1/8" asphalt board • LOCKAIRE, 1/2" and 25/32" asphalic board • LOCKAIRE PAINTCOTE, 1/2" insulating board • BUDGETAIRE, 5/16" insulating board

4 BASIC COLORS—BACK

Seafoam green, suntan, twilight rose, and ivory

6 COMBINATIONS

Seafoam green and suntan—seafoam green and twilight rose—seafoam green and ivory—ivory and suntan—ivory and twilight rose—twilight rose and suntan.

NO PRICE INCREASE

You pay no more for Duo-tone's back to back feature than for plain board.

A COMPLETE COLOR LINE WITH LESS SPACE

Offer all four colors with only two boards. Choose your own combinations—save space.

PLASTERGON PRODUCTS

JOIN the FABULOUS FIBERGLAS PARADE To PROFIT with





the TRANSLUCENT PANELS with

- MOST POWERFUL PROMOTION
- GREATEST SALES
 APPEAL
- MOST COMPLETE ACCESSORIES

Fiberglas-reinforced panels are sweeping the country. And RESOLITE—composed of two-ounce Fiberglas mat—is the top-grade translucent structural panel. Produced by a pioneer manufacturer, Resolite has gained nation-wide acceptance through aggressive distribution, top dealer support and hard-hitting national advertising. Resolite's huge production capacity guarantees speedy delivery and lower dealer





NATIONAL ADVERTISING

LITERATURE

inventory. Advertising in leading popular and trade magazines builds consumer acceptance among millions of readers, gives dealers thousands of live leads. Resolite's powerful merchandising aids include: eye-catching displays, colorful literature,



ACCESSORIES

newspaper mat service, direct mail and "do-it-yourself" instructions.

Translucent panels sell on sight. So sell the best, SELL RES-OLITE! You'll realize extra profit from

tie-in sales of accessories and related products. Resolite has the most complete line of accessories on the market. Send the coupon below for complete information on a Resolite Dealership, samples and Resolite's idea-packed promotion package.

RESOLITE C Sex 521, XE	IENOPLE,	PA.
Send Resolite	Dealership	Information to:-
Nome	***************************************	TENNEL PROPERTY OF THE PARTY OF
Company	-	ne de la company
Address	windowinaniemore	
CIL		State

Lumber Ad Campaigns Win National Awards

In competition with 394 entries, the advertising of the Weyerhaeuser Timber Co. and the West Coast Lumbermen's Assn. won awards at the recent annual meeting of the National Advertising Agency Network at Boca Raton, Fla.

Weyerhaeuser won three awards: a premier award for its colorful, informative annual report, an award of excellence for its "Youth Views the News" radio program, and an award of merit for its national magazine campaign featuring full-color paintings of Pacific Northwest forestry scenes.

The West Coast Lumbermen's Assn. received the award of excellence for its integrated national advertising and merchandising campaign, and "honorable mention" for the appearance of its space advertising.

The advertising of both winners is directed by Cole and Weber, of Portland, Ore., and Seattle and Tacoma, Wash. This advertising agency won the creative championship trophy after winning 15 awards at the meeting.

Plastic Panels

(Continued from page 24)

with lighting fixtures placed above the ceiling—provides an over-all diffused light. Its softness is pleasant and easier on the eyes, simulating daylight.

One architect achieved a dramatic effect by weaving eight-inch strips of flat plastic panels in and out of two-inch redwood dowels, set on 14-inch centers, to form fences around gardens and balcony railings on a California apartment house. When floodlights were turned on in the evening, it produced a "moon glow" effect.

A small strip of flat or corrugated plastic, placed around the perimeter of a ceiling, can hide fluorescent tubes to produce indirect lighting inexpensively.

To form garden borders, it is merely stuck in the ground several inches to hold it securely, possibly anchored at corners to a small post. It will not rot or corrode.

These plastic panels offer an easy way to separate the dining area of a living room when placed on a track like sliding doors.

A growing use for structural plastic panels is in new school

structures, like that shown on our cover this month. A new architectural effect was achieved in the design of this California school by replacing conventional roof over the connecting walks between the integrated group of one-story buildings with translucent Plexolite plastic panels.

One of the best ways to get over the seemingly-high price hurdle is to talk in terms of completed jobs. For example, it takes little time to apply these panels to framing to form a ceiling - a home-owner could do it himself. Compared to the cost of materials and labor for applying either gypsum board or plaster and several coats of paint to a ceiling, the price of plastic panels immediately gets in line. Where just a partition is needed between rooms in a home, these panels usually are even cheaper than conventional wall construction.

Manufacturers offer plastic panels in corrugations of several widths, in flat panels, with smooth or pebble-like surface, and in several novelty designs. They also are offered in widths up to about 40 inches and in a great variety of pastel and deeper colors. Some are nearly opaque, others are extremely translucent.

The standard 1/16-inch thickness is suitable for any residential use, inside or out. Slightly heavier panels are available but usually are not needed for any home application. A slightly thinner panel—to sell for slightly less, too—is now being made for certain interior applications that will not require much abuse.

The panels achieve their strength and durability through the reinforcement of glass fibers sandwiched between plastic panels laminated together. The thicker the glass fiber, the sturdier the panel, even though the glass becomes almost invisible once lamination has taken place.

Newspaper and radio advertising should attract the public to the many uses — even applications where only small amounts will provide decoration—for structural plastic panels. Samples, even as small as one-inch-square chips, should be available for a customer to pick up and possibly remind him of your display and stocks at a later date.

Emphasize that the home-owner can install the material himself in many cases, and offer in your advertising to show him how to make his home more modern with it.



Give Customers

superior service with



John Day packaged trim

- Heavy Kraft Paper Wrapping
- Opening Size Plainly Marked
- Clean, Dry, Undamaged

You get your customer's good will when you sell him trim that is fully protected from dirt and damage. It needs no cleaning or sanding!

Handy to Buy, Handy to Use!

In one package—every needed piece of trim for a single window or door opening. Your customer doesn't have to figure lengths...you don't have to sort pieces. He buys one package per opening—has no shorts or left-over waste ends. You serve him quickly, exactly. That kind of customer service brings him back for more!

Top Quality Ponderosa Pine!

Only kiln-dried, superior grade "A" Ponderosa Pine is used in the manufacture of John Day Packaged Trim. Its smooth, even surface contains no flaws—speeds decorating, cuts costs!

Make friends as you make profits—NOW!
Sell John Day Packaged Trim to your customers
and they will sell you to their friends!
Write today for the name of the distributor nearest you.



OREGON LUMBER COMPANY

Baker, Oregon

Ponderosa Pine Producers and Manufacturers Since 1889

washington NEWS

Tighter Title I

Within a month now, the U. S. Senate should pass a "Housing Act of 1954" and compromise its political-eco-nomic views on it with the House of Representatives in joint committee. It should fairly closely follow the administration's proposals growing out of the President's Advisory Committee on Government Housing Policies and Programs, except for any significant public housing budget.

As a result of the revelation and investigation of "some serious irregularities and faulty administration in certain of the FHA programs," as HHFA Administrator Albert L. Cole explained it, the final housing bill is bound to have much tighter requirements and procedure for FHA Title I modernization and improvement loans, and also cost certifications for all multi-family housing programs

insured by FHA.
Acting FHA Commissioner Norman P. Mason gathered the advice of select committees of industry and "consumer interest" representatives before presenting detailed recom-mendations to the Senate Banking and Currency Committee on May 17. These proposals were designed to prevent "abuses of FHA programs and to augment safeguards already incorporated in pending housing

Mason's FHA Proposals

legislation."

Mason's proposals called for builders to submit cost certifications for all multi-family housing programs upon the completion of the projects so that mortgage amounts would be based upon actual costs instead of estimates. This so-called "Anti-Mortgaging Amendment" is contained in the housing bill passed by the House.

Recommendations for changes in FHA sales-housing programs call for a minimum cash investment of 5 per cent on all sales cooperative projects, and would authorize the FHA commissioner to suspend anyone who violates the "letter and spirit" of the National Housing Act.

The recommended changes for Title I FHA-insured loans would require participating lenders to exercise more responsibility in connection with the modernization and repair projects. Lenders would be required to advise borrowers clearly as to the amount of loans, finance charges, and precautions to take in dealing with suppliers of labor and materials. Lenders would be required to carry

through to judgment a claim against a borrower in default before submitting the loan claim to FHA

Modernization loans would be limited as to specific classes, determined by the FHA commissioner, on the basis of whether items contribute substantially to livability and home comfort, or whether they are peculiarly subject to selling abuses. Mason explained that under the first test, barbecue pits, swimming pools, and such luxury items would be re-stricted from FHA-insured loans. Under the second test, fire and burglar alarm systems would be passed

Further recommendations by Mason would give his office specific authority to suspend dealers, salesmen, and others who abuse the Title I program; would prevent a borrower from obtaining more than the top loan amount the Congress may determine to repair or improve a single dwelling; would strengthen the criminal code to prevent misuse of FHA, abbreviated or spelled out, in misleading advertising or corporate names; and would prevent Title I loans being made on a new house until six months after completion. Finally, Mason's proposals called

for enlargement and strengthening of FHA staff to administer and supervise Title I program-and for a vigorous educational campaign by FHA to inform consumers of privileges and dangers in financing purchases under the Title I plan.

Lumber dealers were represented on the FHA Industry Advisory Committee by Paul Ely, of N. Platte, Neb. Armstrong Cork's President C. J. Backstrand represented material represented manufacturers.

Standards Important

Among the letters of congratulations and assurance received by Norman Mason when he was appointed acting commissioner of FHA by HHFA Administrator Albert L. Cole was one from G. R. Swift, of Atmore, Ala., the new president of the Southern Pine Assn. Swift recalled how SPA had collaborated and cooperated with FHA from its inception, and then

importance of adequate standards can not be overemphasized. They provide protection to the government as the insuring agency, security to the financing institution and to the ultimate purchaser, including many home-owners who are wholly uninformed regarding lumber values. We consider as adequate the present

FHA Minimum Property Requirements for lumber which call for minimum grade requirements, American Lumber Standard sizes and proper seasoning. Observance of these standards is of paramount importance to all elements identified with the FHA program."

Sensible Cooperation

Thanks to approval by Congress, the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North and South Carolina, Tennessee, Virginia, and West Virginia now can place into effect a cooperative program to fight forest fires.

The compact of the 10 Southeastern states permits any one state to call on the resources of the other states in a critical forest-fire situation. It would apply to both forestry personnel and fire apparatus. It grew out of an awareness that many costly forest fires could have been minimized in the past if such cooperation had been legal.



HOME SHOW QUEEN

This sparkling lass has been named "Miss U. S. Home Show Queen" by the National Assn. of Home Builders. She is Miss Jill Whittemore, of Washington, D. C., who should interest many a man in a matrimonial move to a "home of our own." For, after all, as Jill's shoulder badge points out, "Your only real security is a

home of your own."

OUTSTANDING APPEARANCE, EXCEPTIONAL FIRE RESISTANCE-

SELL BOTH WITH VERSATILE

FIRESTOP BESTWALL

Whether for low-cost, mass housing, or in exclusive, high-rental apartments, Certain-teed's versatile Firestop Bestwall Gypsum Wallboard means sound construction, handsome appearance and exceptional fire resistance.

Firestop Bestwall was the first gypsum wallboard to give one-hour fire resistance, in single-layer, 5/8-in. thickness, over both wood and steel framing. It's still way ahead. If you're not carrying Firestop Bestwall, may we tell you more about it?

Used for Fire Protection in This 1500-Unit St. Louis Housing Development

Schuermann Building & Realty Co. Project, St. Louis, Mo.



Here a barren field yields a crop of 1500 new homes. For greater safety Certain-teed's Firestop Bestwall (250,000 sq. ft.) was used as shown on walls between garages and living quarters. Typical of the way progressive builders are using Firestop to meet Code requirements.







Quality made Certain . . . Satisfaction Guaranteed

Used for Handsome Appearance Plus Fire Protection in These Exclusive Cleveland Apartments

Ambassador Apts., Shaker Heights, Cleveland, Ohio Builder: Charles Bernstein; Wallboard Applicator; Allen O. Brooks Construction Co.



In this luxurious, high-rental apartment building Certain-teed's Firestop was used exclusively for walls and ceilings. Firestop Bestwall comes with a smooth surface which can be painted, papered or decorated. It is strong, light—won't warp or buckle in place—stands normal settling without cracking.



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.
ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING AND SIDING
SHINGLES • GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS •
FIBERGLAS BUILDING AND ROOF INSULATIONS AND SIDING CUSHION

supply & demand

construction activity this spring is continuing at record levels, although homebuilding is slightly off due to the cutback in public housing. Through April, new construction reached the \$10 billion mark, to exceed last year's performance by 1.6%, the U. S. Departments of Commerce and Labor jointly estimated. Spending in April was at peak rates on highways; commercial, religious, and educational building, and on public works.

Private housing starts in April advanced to the highest level in over 3½ years. The 109,100 private starts put the annual rate at 1,159,000—highest for April since 1950. The number of private starts for the four months totaled 341,400 units—almost as much as for the first four months

of '53.

For the 37 states east of the Rocky mountains, F. W. Dodge figured residential contract awards for the four months through April at 13% greater than a year before. Residential contract awards in the Southeast were estimated as 18% above last year.

SCHOOL CONSTRUCTION is booming, too, according to the Dodge report. Total contract awards for the 37 state-area was figured at 34% more than for the first third of last

year.

The Supreme Court rulings on race segregation in schools are expected to have a diametrically opposite effect on the construction of schools and housing projects. The Southern states, in most cases, will speed construction of new Negro school facilities to match those for white students. But, since public housing has been ordered to be non-restrictive as to racial occupancy, Dixie congressmen have determined to minimize—if not eliminate—public housing allocations in the forth-coming Housing Act of 1954.

A LEVELING OFF or stabilization of the price trend is suggested by the 0.5% increase in primary market wholesale prices during April. At 111.1% of the 1947-49 average, the wholesale price index was at the highest level since October, 1952, the Bureau of Labor Statistics reported. Farm products prices averaged higher than they had been since March, 1953.

With drops of 0.4% and 0.2% respectively, lumber and wood products and chemicals and allied (paints) products were among those continuing to decrease gradually. Prices of lumber and wood products were off 4.9% from a year before, while prices of tobacco and bottled bever-

ages had soared 5.8% in the same period.

If you think retail building material prices are too low or unprofitable now, let's turn back to what they were June 1, 1932—at the depth of a real depression. According to the National Builders' Supply Dealer magazine, which soon was discontinued, portland cement was selling for \$2.10 in Baltimore, \$2.80 in Richmond, \$2.55 in Atlanta, \$2.35 in New Orleans, and \$1.80 in Tulsa, exclusive of containers.

Gypsum plaster board (%") sold for \$22.50 per 1,000 square feet in Washington, \$22.00 in Columbia, \$25.00 in Louisville, and \$39.00 in San Antonio. Wire nails, 20-D, sold for \$2.75 per 100 lb. keg in Baltimore, \$3.00 in Atlanta, \$2.15 in New Orleans, and \$2.75 in Kansas City.

SPEAKING OF CEMENT, its price has gone up less than other basic building materials, and more of it is used per structure. The Marquette Cement Manufacturing Co. reports that more than twice as much cement was used last year as in 1939, although the construction volume (in 1939 dollars) was only 1½ times as much. This indicates that over 35% more cement is being used in the same amount of work.

Considering 1926 as a price base of 100, cement prices through 1953 had risen only 54.7%. Lumber prices had risen 259.6%; structural clay products, 88.1%, and building ma-

terials, 130.1%.

LUMBER PRICES firmed up here and there during May, due to excessive rains holding up production in the Southern pine belt and the threat of a strike by sawmill and woods workers in the Northwest. However, the likelihood of a major strike was slim due to the soft lumber market.

A lumber auction in Atlanta, Ga., June 21-23, is expected to result in government purchase of over 30 million feet. This should test current mill prices and help clear inventories

of some odd lots.

The National Lumber Trade Barometer for the week ending May 15 showed activity at all reporting mills across the land as follows: production, 95% of '53; shipments, 93%; orders, 104%. Southern hardwoods paced the production race, up 15% over '53. Northern pine paced shipments, up 39%. Douglas fir paced orders, up 17%—and the only species looking down on last year's volume.

GOOD TIME TO BUILD! That's what the U. S. Chamber of Commerce's Construction and Civic Development Department spotlights in

the May issue of its publication, Construction Markets. Its reasoning:

Following a decade plagued by uncertainty, today's stable prices and plentiful materials mean that building jobs can be scheduled to completion with normal precision and in less time. This means additional savings reflected in lower contractors' overhead and less interest paid on construction loans.

"The current period has important strategic advantages: stability, efficiency, eager sellers, close bidding, and willing labor are all now available; and along with these the possibility of creating assets before another upturn in prices. These should be inducement enough."

"Toot Lumber's Horn," U. S. Wholesalers Hear

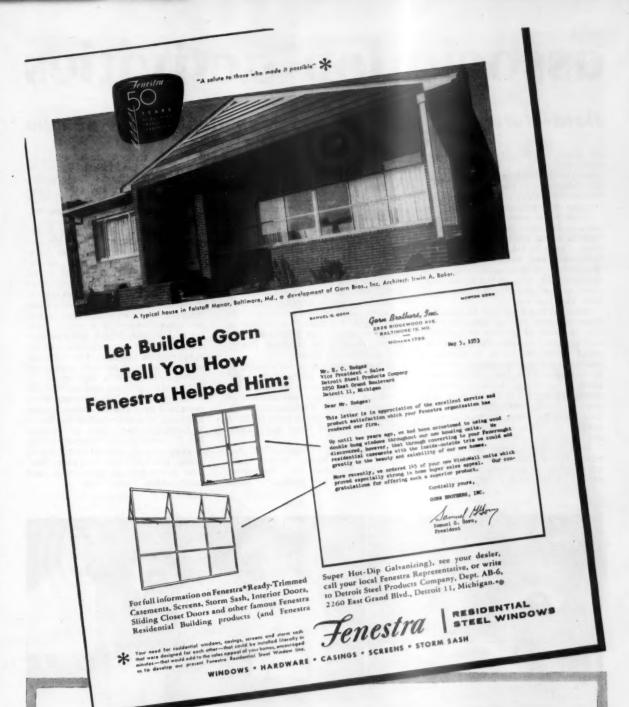
"Lumber Needs A War Bonnet" was the subject of an address by Leo V. Bodine, executive officer of the National Lumber Manufacturers Assn., at the 62nd convention of the National-American Wholesale Lumber Assn., May 4-5, in Chicago.

Explaining that every feather in a warrior's "war bonnet" signified an accomplishment, Bodine chided members of the industry for not better playing up the accomplishments and potentials of lumber as a building product. Other products are crowding lumber out of many homebuilding uses because the advantages of lumber are not claimed loudly enough by manufacturers.

Bernard L. Orell, director of the U. S. Department of Commerce Forest Products Division, explained industry-government relations. He pointed out that the general attitude toward business in Washington has improved markedly in 18 months.

Five Southern and Southwestern members were added to the board of directors for a three-year term. They include Charles R. Dalton, Dalton-Bundy Lumber Co., Inc., Norfolk, Va.; J. C. Hambright, Rock Hill, S. C.; Paul Patton, Patton Forest Products Co., Atlanta, Ga.; Clifford H. Schorling, Renfro Lumber Co., Kansas City, Mo., and Harold E. Webster, Kansas City, Mo.

LIFT TRUCK. A new catalog covers specifications of the 4,000-pound-capacity model YT-40 Hyster lift truck. Photographs show this truck at work. on both inside and outside jobs. Hyster Co., Dept. SBS, 2902 N. E. Clackamas St., Portland 8, Ore.



Why not let Fenestra help you

... to bigger sales and higher profits?

This ad to builders shows you why it pays to handle Fenestra. Call your local Fenestra Representative (listed in the phone book yellow pages) and get the whole story. Or write Detroit Steel Products Company, Dept. SBS-6, 3421 Griffin St., Detroit 11, Michigan.

association activities

Hard-Material Dealers Exchange Experiences at Waldheim

IN FIVE SESSIONS during the week-end of May 7-9, members and guests of the Southern Building Supply Assn. packed plenty of "food for thought" on ways and means of controlling costs and increasing sales.

In between these informal discussions of business, the dealers in hard materials and ready-mixed concrete from Texas to Georgia enjoyed the fellowship and beautiful scenery of Waldheim, the famous Jahncke summer estate 12 miles up the Tchefuncta river, across Lake Ponchartrain from New Orleans, La.

Business this year will be good for those dealers who go after it with full measure of service to builders and property owners, the dealers in effect were told by R. D. Stephan, dealer sales vice-president for the U. S. Gypsum Co. He cited the forecasts of various analysts to paint an optimistic market for both new and improvement construction, and told how his firm would increase its production facilities to meet material needs.

Fred J. Grace, Baton Rouge materials distributor, detailed the responsibility of the community to industry in the face of labor strikes.

He urged the men to speak up on proposed labor legislation and to support a tighter Taft-Hartley act.

Grace was re-elected president for a second term upon nomination by R. N. (Dick) Hawkins, charter member from Birmingham. Also re-elected for another year of leadership for the Southern Building Supply Assn. were W. Grant Jahncke as vicepresident and Herbert Jahncke as secretary-treasurer. They are sales manager and vice-president, respectively, for the building materials division of Jahncke Service, Inc., New Orleans suppliers and servants of the building and construction industries. Herbert Jahncke last year also served as president of the National Ready-Mixed Concrete Assn.

Mixers must not be overloaded or the cement ratio slighted if readymixed concrete is to be made dependable, the group was advised by Stanton Walker, Washington, D. C., engineering director of both NRMCA and the National Sand and Gravel Assn.

On "Masonry Construction and Costs," Alvin Kelso, of the Kelso Building Material Co., Galveston, Tex., said that less productive labor is pricing some types of masonry work "out of the market." He traced the increased labor cost for installing brick, glazing tile, and other materials. He showed movies of pre-cast concrete construction and conventional types in Texas.

Bert Milling, of Mobile's Underwood Builders Supply Co., explained his firm's system of credit and collections that has resulted in an extremely low percentage of credit losses. He described the four steps of credit extension as (1) taking the credit application, (2) verifying basic information given in this application, (3) establishment of a credit limit for each customer with the customer understanding this amount, and (4) supplying an index card to the shipping department on each accredited customer to expedite deliveries.

The sales policies and methods of a multi-kindred line company were described by a guest speaker, Robert F. Porter, vice-president of the Harry T. Campbell Sons Corp. of Towson, Md. Enumerating his company's lines of sand, gravel, crushed and building stone, transit-mixed concrete, Sakrete dry-mixed concrete, and road construction, Porter said:







Happy before Waldheim's wishing well, in top, left photo, Grant Jahncke, Fred J. Grace, and Herbert Jahncke were re-elected vice-president, president, and secretary of the Southern Building Supply Assn. Speakers included, above, left to right, Bert Milling, Stanton Walker, George P. Macatee III, and Alvin Kelso. At left are five SBSA past-presidents admiring the plaques received for their leadership services: R. N. (Dick) Hawkins, W. W. (Bill) Milling, Lee McCourt, Walter Kelso, and George P. Macatee Jr.

ENJOY GREATER RETURN FROM

"DO-IT-YOURSELF" MARKET



Join the wide-awake dealers, coast-to-coast, who are riding the fast-growing "Do-It-Yourself" market to greater profits. With such top-quality, SSirco-distributed products as

Reynolds Do-It-Yourself Aluminum
Reynolds Aluminum Reflective
Insulation
Aluminum Rain-Carrying Equipment
Ultralite Flexible Insulation

you'll enjoy greater return...and more repeat sales. National consumer advertising and display material help you build traffic in your place of business...and help you profit more from those extra customers.





ORDER NOW AND BE READY FOR THE PEAK "DO-IT-YOURSELF" SEASON. CONTACT THE NEAREST SSIRCO BRANCH.

SSIRCO SERVES THE SOUTH!



Southern States Iron Roofing Co.

Savannah, Ga. Tampa, Fla. Atlanta, Ga. Miami, Fla.

Tampa, Fla. Miami, Fla. Jacksonville, Fla.

Birmingham, Ala. New Orleans, La. Nashville, Tenn. Memphis, Tenn. Louisville, Ky. Columbia, S. C. Raleigh, N. C. Richmond, Va. "A salesman must always remember customers do not buy building supplies — they buy profits and service — the benefits your product and services will confer upon them."

He explained that "we encourage promotions from within the organization, and — above everything else our salesmen are well paid. They are continually well trained, too."

How the Campbell Coal Co. in Atlanta, Ga., maintains and manages its fleet of 192 trucks and 50 passenger cars was detailed by Luther H. Jackson, president of that firm which retails materials in the Atlanta area and wholesales them in Georgia and portions of Florida, Alabama, and South Carolina. He stressed the importance of management studying and following up suggestions for economies of time and mileage growing out of cost and performance reports.

In discussing the "Relations between Manufacturers' Sales Representatives and Dealers," George P. Macatee III, of the Dallas firm of Macatee, Inc., called for "more frankness" between these parties. He urged manufacturers to budget more expert help for educating dealer staffs in the use of their products. (And he made his on-hand father and grandfather of the same name extremely happy by his straightforward speech.)

Bob Herbert Jr., of T. L. Herbert and Sons, Nashville, Tenn., talked on the relationship between whole-saling and retailing. Wright Smith, of the Smith-Kelly Supply Co., Mobile, led a discussion of ways to entertain and remember customers on special occasions.

Strolls in the rose gardens and shrubbery-enhanced trails and swims in the sparkling concrete pool diversified the intensive week-end for the materials men — as they had since 1931 when the late Walter F. Jahncke established the tradition of Jahnckes being hosts to the SBSA membership.

Herbert, Grant, and Peter Jahncke
— Walter's sons — were constantly
on hand to make the occasion pleasant and memorable for their guests.
Estate Manager Al Doyle had meals
and refreshments ready as needed.
Most of the group sailed on Jahncke's
flagship, Porte Bonheur, Friday
across Lake Ponchartrain and up to
"Three Rivers"—and back Sunday.

Charlotte Gets '55 Show

The convention committee has selected Charlotte for the 1955 meeting place of the Carolina Lumber and Building Supply Assn.

The facilities of Radio Center have been leased to provide ample room for exhibits for the March 15-17 meeting. Orders for space already have started coming in, according to Maurice Garner, secretary-manager.

Alabamians to Fish at Panama City, June 25-26

Alabama lumber dealers and their suppliers have "their fingers crossed" in the hopes of good fishing on June 25-26 when they will invade Panama City for their 24th annual deep-sea fishing rodeo.

A full program of social festivities are being arranged by the Rodeo Committee to surround the two mornings of deep-sea fishing. A wide variety of prizes have been donated by suppliers to reward those who catch the biggest, smallest, oddest, and most fish.

Heading the committee is "Commodore" Thornton Estes. The members include President Peter Fyfe, Sam Scalco, W. L. Cole, H. H. Caldwell, William Kroh, James Grayson, and Louis Meer, all of Birmingham.

Hotel headquarters will be the Dixie Sherman. It and the Cove and Marie hotels are all booked solid for this annual fishing festivity.

Head Monongahela Group

Nathaniel Jack was chosen president of the Monongahela Valley Lumber and Builders Supply Assn. at an April meeting in Morgantown, W. Va. He is co-owner of the City Lumber Co. in Buckhannon. He succeeded William Samples of Fairmont.

Other officers named were Harold Eddy, Southern Pine Lumber Co., Clarksburg, vice-president, and Sam Diemer, Fairmont, professional secretary-treasurer.

Oklahoma Dealers Study Peacetime Operations

Directors and other members of the Oklahoma Lumbermen's Assn. engaged in an intensive study of "Operation Big Switch" in Oklahoma City on May 21 and 22. Vice-President Al Mason explained that this title referred to consideration of ways to switch over from a wartime economy and sellers' market to a peacetime operation in a buyers' market.

Problems involved in this "big switch" were discussed following a directors' meeting at which President Virge Steger, of Durant, presided. A banquet at the Oklahoma Club topped off the first day's program. "Do It Yourself" demonstrations

"Do It Yourself" demonstrations for farmers and ranchers at the local Oklahoma A & M College farm engaged the lumbermen the second day. On display was a grade A dairy parlor designed for Oklahoma climatic conditions.

Attendance at the seminar exceeded over 100 Oklahoma retail yard owners and managers. Most of them attended the Do-It-Yourself Show at the auditorium and saw the exhibits of 13 Oklahoma City dealers.



"LET 'EM SEE IT AND FEEL IT"

The demonstration attic fan on the sales floor of the Builders Supply Company in Lancaster, S. C., helps close profitable sales, according to Manager C. D. Gregory Jr. In this photo he starts the fan so a prospect can "feel the comfort" such a fan provides. This dealer added fans for the first time last summer and sold five units. Using newspaper and radio ads on attic fans, together with the demonstrator, this year he expects to sell three times that many fans — 15 or more!

Wildgen New President of Kansas Lumbermen

Henry C. Wildgen, Hoisington, was elected president of the Kansas Lumbermen's Assn. during its recent annual meeting in Salina. He succeeded W. O. Leffingwell, Manhattan.

Loren Wolfe, Mankato, moved up to the first vice-presidency. Norman Holke, Salina, was elected second vice-president but requested to be excused from the post because of ill health. Marvin Von Fange remains secretary-treasurer. Three directors were added: Ernest Carlson, Topeka; William H. Ransopher, Clyde; and R. W. Woolridge, Russell.

Retiring President Leffingwell reminded the 310 registered attendants that "the lumber business is something of a barometer of general business conditions. For the most part, Kansas lumbermen are quite optimistic."

Gerry F. Hoppe, Insulite sales promotion manager, spoke on "Cash in on Curiosity," challenging dealers to "find new ways, new methods . . . in our own businesses."

Tulsans Enjoy Banquet

Tulsa lumber dealers, FHA and VA guests, and other friends packed the Topaz room at the Hotel Tulsa on May 20 for the annual stag banquet of the Tulsa Lumbermen's Assn.

Principal speaker was Sam Schneider, Tulsa radio personality and raconteur, who kept 'em chuckling with his "Just You and Me."

A color movie, "Land of the Cherokees," increased the lumbermen's knowledge and appreciation of their state of Oklahoma.

Florida Assn. Gets 13 New Members, Associates

The Florida Lumber and Millwork Assn. has eight new members. They include Tylanders, Inc., Pahokee; Boca Raton Lumber and Supply Co., Inc., Boca Raton; Deerfield Builders Supply Co., Deerfield Beach; Hialeah Lumber Co., Inc., Hialeah; Pacific Lumber Co., Inc., Fort Lauderdale; Shell Brothers Builders Supplies; Shell Brothers Builders Supplies, Miami; Walter and Hallowell, Inc., Sarasota, and Suran Architectural Woodwork Co., Orlando.

Associate members admitted include the American Sisalkraft Corp., Jacksonville; Arnold and Matheny, Inc., Orlando; C. H. Belvin Lumber Co., Tallahassee; Burnside Door and Plywood Co., Inc., Boca Raton, and W. T. Dow Lumber Co., Jacksonville.

At the same directors' meeting, C. M. Nall, Nall Lumber Co., Clearwater, was elected a director for district 12.

MARKET UNLIMITED!



ORANGEBURG®

Orangeburg, the pioneer and leader, is a sure profit winner for you. National advertising has made its high quality known and wanted. Sell genuine Orangeburg. "It pays to back the winner."

Orangeburg Perforated Pipe has many uses—and many friends. Farmers use it for draining fields, barnyards, for silo drains, foundation-footing drains, for the modern and lasting septic tank disposal field.

Plumbing and building contractors are using quantities of Orangeburg Perforated Pipe to drain the wet spots of parking lots, drive-in theatres, airports, golf courses.

Owners of homes and factories have many of these same needs and rely on Orangeburg Perforated Pipe to fill the bill.

Orangeburg Perforated Pipe is easy to install

Light weight 8 foot lengths. Speed the work and cut the costs of laying. Snap couplings hold the pipe in line and keep out backfill. Two rows of ½" perforations on 4" centers, 120° apart assure uniform seepage. An Orangeburg Perforated Pipe line delivers years of dependable service.



UNDERGROUND

ORANGEBURG ROOT-PROOF PIPE is for house-to-sewer and septic tank connections, conductor lines from downspouts, storm drains and other non-pressure uses outside the home.

ORANGEBURG	ORANGER
Use Orangeburg Fittings with Orangeburg Pipe. They simplify installations and cut costs.	Orangeburg Manufacturing Co., Inc. Dept. SB64 Orangeburg, New York
1/4 BEND WYE 1/6 BEND	Send me Catalog 306 Give me name of nearest distributor Name Firm

Address.

City_

ORANGEBURG MANUFACTURING CO., INC.

Orangeburg, New York

West Coast Plant: Newark, Cailf.

Shunches

New items dealers may find profitable to sell — or use

PACKAGED AWNING. A new Do-It-Yourself packaged awning is made of translucent corrugated fiber-glass reinforced plastic with enameled aluminum flashing and brackets. Also included in the Trans-O-Lite package are screws and bolts, rawl plugs, and masonry drill bit. The awnings come in white, green, yellow, and coral. Write Aluminum Products Co., Dept. SBS, 703 Pressley Street, Pittsburgh 12, Pa.

Write for P181. Use coupon page 62.

STRAP ANCHOR BOLTS. The Emco strap anchor bolts and masonry anchors are completely adjustable for concrete block construction of one core, two core, and three core design. They also are ideally suited for brick, tile, and poured concrete wall and slab construction. Write Engman Manufacturing Co., Dept. SBS, 1319 Locust Street, Des Moines, Iowa.

Write for P182. Use coupon page 62.

RUSTIC SIGN BOARD. The Lockin-Line rustic sign features slotted channels and letters that slip in and are held in place by chemically treated built-in rubber fasteners. Retailing for about \$3, the set includes the 18"x3" natural cedar wood rustic sign, two brass eyelets for hanging, tube of glycerin, fasteners, and necessary letters for sign desired. Write Central Pattern Works, Dept. SBS, Rockford, Ill.

Write for P183. Use coupon page 62.

COLORED CEMENT. Rainbow colored cement is factory mixed to enable the home-owner to pour his own without special knowledge or preparation. Made in green, yellow,

DO YOU WANT more information on any of these new products? Just mail the coupon on page 62 after circling the product number shown with item.

black, blue, red, brown, gray, and white, it is suitable for recreation room floors, driveways, patios, fireplaces, and decorative masonry. Mixing instructions are printed on the bag. Write Murray-Williams Color and Chemical Co., Dept. SBS, 353 Boyden Avenue, Maplewood, N. J.

Write for P184. Use coupon page 62.

ONE-PIECE WATER CLOSET. The "Empress" is a new one-piece combination water closet characterized by low, compact styling and unusually quiet flushing action. Made for 12" rough-in, the Empress comes in white and seven pastel colors. Write the Richmond Radiator Co., Dept. SBS, Metuchen, N. J.

Write for P185. Use coupon page 62.

SCREEN DOOR LATCH. Featuring a natural "push-pull" action, the new Frantz screen door latch is made to stand up under constant use. It features long-life stainless steel springs. Handle and trim are of cast aluminum. The unit is quickly installed on doors from %" to 1%" thick. Write the Frantz Manufacturing Co., Dept. SBS, Sterling, Ill.

Write for P186. Use coupon page 62.

SPACKLING COMPOUND. Spred Patch is a new ready-to-use latex-base spackling compound for quick filling of cracks, nail holes, and other depressions in almost any type of interior or exterior surface. Under normal drying conditions, Spred Patch will solidify within 30 minutes and will not shrink. Write the Glidden Co., Dept. SBS, Cleveland, Ohio.

Write for P187. Use coupon page 62.

CABINET DOOR PANEL. Welchboard is a new economical plywood panel surfaced on both sides with a smooth resin-fiber overlay that provides a base for long-lasting highgloss enamel finish. The panel also is suitable for built-in storage units, wardrobes, and other applications where both sides are in view. The resin fiber mix is 1/16" thick, completely blanking out wood grain. Write the West Coast Plywood Co., Dept. SBS, Aberdeen, Wash.

Write for P188. Use coupon page 62.

SHUTTER HOLDBACKS. New Ives blind or shutter holdbacks are molded of aluminum, styled in the popular "S" pattern. They are available with or without anti-rattle springs. Each holdback is 6%" long and 3/16" thick. Lag screw, drive pins, or special bolt and plate mountings are available. Write the H. B. Ives Co., Dept. SBS, Artisan Street, New Haven, Conn.

Write for P189. Use coupon page 62. BULLETIN BOARD. A new green tinted, sight-ease bulletin board is announced for use in clubs, offices, homes, and schools. It is prepared for use with colored wax crayons that are easily erased without the usual chalk dust. It measures 18"x24". Write Ken-Ross Products Co., Dept. SBS, Fidelity Building, Cleveland, Ohio.

Write for P190. Use coupon page 62.

TEXTURE PAINT. Texolite Texture is a new textured paint easily applied over almost any surface, by roller or brush. It is ready to use from the can

and is made in a wide range of colors. Write U. S. Gypsum Co., Dept. SBS, 300 West Adams Street, Chicago 6, Ill.

Write for P191. Use coupon page 62. LADDER PLATFORM STEP. Eze-Tred is an auxiliary ladder step which is reported to lessen fatigue and greatly increase working comfort. Made entirely of aluminum, it adjusts to ladder size without fastenings and fits all standard wood ladders. It is quickly moved to higher steps. The cantilever design increases the grip as the load increases, for greater safety. Write Safway Metal Products Co., Dept. SBS, 1111 Webb Avenue, Detroit, Mich.

Write for P192. Use coupon page 62.
SAW SAFETY LOCK. DeWalt power

shop radial-arm saws can now be locked for safety against accidents while not in use. The safety-lock makes the motor impossible to turn on without a switch-key. It is on the arm of the saw, away from both work and moving parts. Write De-Walt, Inc., Dept. SBS, 511 Fifth Ave-

nue, New York 17, N. Y.

Write for P193. Use coupon page 62. STOPS CONCRETE SHRINKAGE. Concrete shrinkage can be readily compensated now by use of a metallic aggregate, combined during manufacture with a plasterizing material, a cement dispersing agent, and a catalyst. Called Vibro-Foil, it is used for non-shrink resurfacing of concrete floors and bonding concrete surfaces. Another large use is for non-shrinking tile grouting. Send for new booklet from the A. C. Horn Co., Inc., Dept. SBS, Long Island City 1, N. Y.

Write for P194. Use coupon page 62. COLONIAL HARDWARE. Ameroc colonial cabinet hardware in highlypolished solid brass has a heavy baked-on plastic lacquer finish to protect the brass. The line includes "H" hinges for both flush and %" offset doors, and matching pulls for doors and drawers. Write the American Cabinet Hardware Corp., Dept.

SBS, Rockford, Ill.

Write for P195. Use coupon page 62. GENERATOR PLANT. Filling the need for a lightweight, low-cost, portable engine generator plant, the Powerhouse model C-1000 has a maximum output of 1,250 watts and a continuous sea level rating of 1,000 watts, 115 volts, single phase, 60 cycles. Over-all dimensions are 18"x 15½" x 15". Weight is about 85 pounds. Write Lynn Engineering and Supply Co., Dept. SBS, Russ Building, San Francisco 4, Calif.

Write for P196. Use coupon page 62.

Silent Salesmen

SLIDING DOOR "DESK"

This new steel desk is a sliding-door hardware department in itself.

It shows workings of the "warpproof, all-steel" Kennaframe and Kennatrack hardware, plus the individual parts. A free idea book is offered and space provided on the counter top for customers to look through literature.



The entire unit requires only 2.8 square feet of floor space.

Contact: Kennatrack Corp., Dept. SBS, Elkhart, Ind.

KITCHEN ADAPTATIONS

Non-home kitchens and practical ideas for kitchen equipment adapted to other home needs is the subject of "Exciting Adaptations," a booklet helpful in selling Youngstown base and wall cabinets and sinks.

Typical illustrated ideas are school and commercial kitchens, recessed cabinets in attic or basement recreation rooms, bathroom installations, workshops, and hospitals.

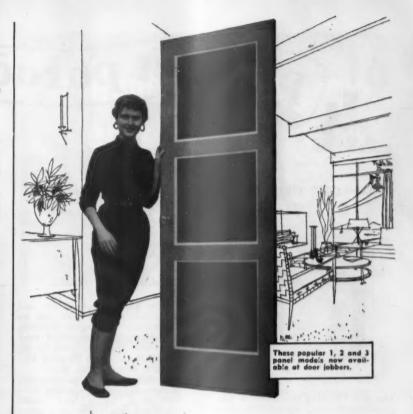
Contact: Mullins Manufacturing Corp., Dept. SBS, Warren, Ohio.

SOUTHERN HOUSE PLANS

National Plan Service has issued a new book of 16 new house plans especially suitable to the South, entitled "Southland Homes for Your Living Pleasure."

It includes plans with open areas, garden view for outdoor living, multi-use rooms, patios, and other features especially popular in this

Contact: National Plan Service, Inc., Dept. SBS, 1315 West Congress Street, Chicago 7, Ill.







News in doors...

Home planning for '54 emphasizes use of more color, better materials, new techniques. This kind of planning is good news for dealers who can supply the exciting re-styled fir picture panel doors. The new idea of treating doors as decorator pieces (instead of barriers) is taking hold like wildfire and bringing welcome new profits to dealers.

Style conscious home owners are quick to include new ideas in their homes. It's good selling sense for you to offer them doors that make good style sense.

These brilliant new doors serve as palettes for home owners to create colorful and dramatic features that complement a room.

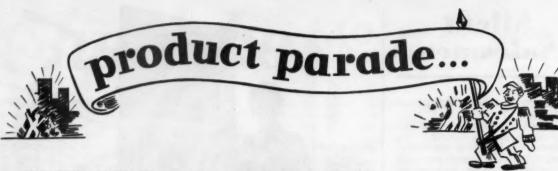
FIR PICTURE-PANEL DOORS



The traditional dependability of fir panel doors has not changed. They're still craftsman-made to rigid industry and U. S. Commercial Standards. The finest straight grain Douglas fir, the same meticulous detailing is still standard to West Coast fir door manufacturers. Cost? Lower than most doors on the present market. Call your regular supplier or write Fir Door Institute, Tacoma 2, Washington.



Industry grade-trademark signifying independent inspection assures manufacture and quality called for in U. S. Commercial Standards.



LOW-COST FIREPLACE



The new Thulman factory-built fireplace unit—made by the Majestic Co., Inc., Dept. SBS, Huntington, Ind. —is designed for use with the previously announced Thulman chimney. It is easily installed in new or existing homes.

It is estimated that this fireplace unit, used with the chimney unit, can be installed in a one-story house in most areas for about \$300, depending on the owner's choice of mantel and hearth. It can be used to form either a traditional fireplace or modern units.

The basic fireplace unit consists of an inner, middle, and outer casing. The second casing directs the flow of cooling air between it and the inner section. The outer casing encloses the other two and contains the entire flow of cooling air. The unit can be placed on any flooring material.

Write for P197. Use coupon below.

ALUMINUM NAILS

Drive-Rite aluminum nails are said to be stiffer, so that they can be driven without bending or breaking in all applications for which they are intended. They are made by the Independent Nail and Packing Co., Dept. SBS, Bridgewater, Mass.

Drive-Rite nails are guaranteed to be uniform in length and gauge, with well-centered heads and sharp points. They are made in a great variety of types, Stronghold, Screw-Tite, or smooth.

Write for P198. Use coupon below.

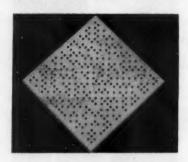
CASEMENT WEATHERSTRIP

A new weatherstrip for metal casement windows merely slips in place over the frame of the window, without screws, nails, or other fasteners. It is made by the Macklanburg-Duncan Co., Dept. SBS, Box 1197, Oklahoma City, Okla.

The strip comes in alacrome or

bronze. It is packaged in handy sets for standard size windows—18"x26", 18"x38", and 18"x50". It is also available in bulk lengths for odd-size casements.

Write for P199. Use coupon below.



ACOUSTICAL TILE

Acoustilite acoustical tile now comes in a random pattern, with holes placed in the tile in no special order. This is the 13th tileboard offered in the Insulite line, made by the Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Arcade Building, Minneapolis 2, Minn.

Like other Acoustilite patterns, the new acoustical tile is made in thick-

SOUTHERN BUILDING SUPPLIES			Circle numbers below and return filled- in coupon. Literature and prices, or			
806 Peachtree St., N. E.	June, 1954	catalog,	will be mai	led promptly	to you.	
Atlanta 5, Ga.						
Gentlemen:		P181	P182	P183	P184	
Please send more details of the new products indicated.		P185	P186	P187	P188	
(Print Plainly)		P189	P190	P191	P192	
Name Title		P193	P194	P195	P196	
		P197	P198	P199	P200	
Company		P201	P202	P203	P204	
Address		P205	P206	P207	P208	
City & State	*	P209	P210	P211	P212	
Sily O Sidie		P213	P214			

ness of ½" and ¾", 12" square.
Insulite has added pearl gray to the Durolite Plank line and mist green to the Lusterlite line.

Write for P200. Use coupon page 62.

PLASTIC-FACED PLYWOOD

new grooved, warp-resistant, plastic-faced 100-per-cent waterproof fir plywood building panel is an-nounced by the Harbor Plywood Corp., Dept. SBS, Aberdeen, Wash.

Called Harborite, the panel is designed for use as siding and interior paneling in all types of homes, schools, offices, and commercial

structures.

The panel has an earthy reddishbrown color that can be used for interiors without finishing. Its primary purpose is to hold paint without peeling or blistering. The face is marked with vertical grooves spaced 4" to 12" apart. These plywood panels come in 4'x8' sizes.

Write for P201. Use coupon page 62.

MEDIUM-PRICED TOOLS

A new medium-priced line of Stanley Handyman tools has been announced by Stanley Tools, Dept. SBS, New Britain, Conn.

The tools are trimmed in red and gray, so that the home handyman can add to his matched tools collection "as a golfer adds clubs."

To display the new line the manufacturer offers a contrasting frost-blue



pegboard merchandising display, in both wall and island display models. The island topper fixture "H" fits on top of a standard step-up island, shown here, and is 5' wide and 27" high. A shadow line outlines the position of each tool so that it is easy

to arrange them in proper place.
The wall fixture "W" is 4' wide, 43" high, and also marked for easy tool positioning. Hardware, price clips and inserts, bin board, and glass binning are packaged in one unit.

Write for P202. Use coupon page 62.

CARRIES LARGE PANELS

The Gyp C Toter allows one man to move cumbersome and heavy sheets of building board, such as plywood and gypsum board, with ease. Made



MY WORKING CAPITAL IS AVAILABLE FOR MY USE!

It's a wonderful feeling to know that my working capital is available. Yes, money is the least of my worries since I started the ABC program. No more telephoning and driving around to scrape up money for current bills. With the ABC program, I can sell my materials and services at no money down and give 36 months to pay, yet ABC gives me my cash immediately. And in addition, by quoting small ABC monthly payments instead of the total price, I close more orders and right on the spot, too! Why not put your business on the EASY SELLING LEVEL to meet today's changing conditions? You'll not only make your selling easier, you'll also have your working capital available. Call your nearest ABC office for details.



Your best sales tool-the ABC Time Sales Program. Ask us today.

BRANCH OFFICES: BALTIMORE, BIRMINGHAM, BOSTON, BUFFALO, CHARLOTTE, CHICAGO, CIN-CINNATI, CLEVELAND, COLUMBUS, CORPUS CHRISTI, DALLAS, DAVENPORT, DENVER, DES MOINES, DETROIT, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, OKLAHOMA CITY, OMAHA, PHILADELPHIA, PHOENIX, PITTSBURGH, PORTLAND, ST LOUIS, SALT LAKE CITY, SAN FRANCISCO, SEATTLE, SOUTH BEND, TAMPA, TOLEDO.

General Office: Box 3426 Terminal Annex, Los Angeles 54



by the Gypsum Ceiling Jack Co., Dept. SBS, Cedar Rapids, Iowa, it has an angled grasp that takes any board up to 1" in width.

Boards of almost any length can be handled by one man, although in extreme lengths two men using Gyp C Toters may be needed. This device saves time, chipping, dropping, and labor.

Write for P203. Use coupon page 62.

INTERLOCKING SIDING

Tripl-Tite is a new aluminum siding that offers advantages of a threepoint interlock construction. It is distributed nationally by Produx, Inc., Dept. SBS, No. 2 Gateway Center, Pittsburgh, Pa.

After the bottom course of the siding is installed level, additional

panels can be applied quickly in perfect alignment, without repeated leveling operations. The mechanic places the bottom interlock section of the upper panel into the top interlock section of the lower panel. Supported by the lower panel, each succeeding panel is easily secured by means of a nailing lip.

The installation of Tripl-Tite are

The installation of Tripl-Tite are said to remain firm, watertight, airtight, and will not rattle.

Write for P204. Use coupon page 62.

ROOM AIR-CONDITIONERS

The new line of Westinghouse room air-conditioners includes five models, ranging from ¼ to 1½ HP. They are made by the Westinghouse Electric Corp., Mansfield, Ohio.

Push-button comfort controls on the three deluxe models provide a choice of 10 comfort zones, while dial-type controls on two special models have six settings.

All are equipped with draft-free grilles adjustable to direct flow of conditioned air up, down, left, right, or combinations of directions. To give year-'round use, heating elements are built into the % HP and 1 HP deluxe models. Thermostats are standard equipment on all deluxe models.

Write for P205. Use coupon page 62.

QUICK WELDING STUDS

Korr-Studs, made by KSM Products, Inc., Dept. SBS, 321 Woodland Avenue, Merchantville, N. J., provide strong, corrosion-resistant fasteners for corrugated asbestos, steel, and aluminum, as well as flat asbestos and insulation. These welding studs are not visible from the inside.

Korr-Studs actually become an integral part of the steel structure and are designed to last the life of the roofing and siding. The studs are welded in seconds.

Write for P206. Use coupon page 62.

ONE-HAND NAILER



A new one-hand nailing machine that drives staples five times as fast as hammer and nails has been introduced by the Arrow Fastener Co., Inc., Dept. SBS, 1 Junius Street, Brooklyn 12, N. Y.

Called the Arrow HT-50 hammer tacker, it drives staples of .050 carbon steel wire automatically wher-

MORE THAN 1 MILLION IN USE!



IDEAL All-Wethr Window Units

Records for the past 6 years show that an average of more than 500 All-Wethr Window Units were sold every day—365 days in the year.

HERE ARE THE REASONS:

- Made of Western Ponderosa Pine and other selected materials.
- Unit consists of frame, sash, weatherstrip, sash balances, and screen—completely assembled.
- Preservative treated to make them water-repellent
 . . to assure long life.
- · Completely weatherstripped for weathertightness.
- Speed and ease of installation save time and money.

Sell All-Wethr Window Units for more sales . . . more profits.



DISTRIBUTED BY BUILDING MATERIAL JOBBERS MADE IN THE SOUTH'S LARGEST STANDARD MILLWORK FACTORY

ever a nail can be driven. It speeds the application of posters, carpets, roofing felt, wallboard and ceiling tile, wire fences, and upholstery.

Write for P207. Use coupon page 62.

MEASURING WHEEL



A new series of improved calibrated wheels, trademarked Distometer, has been introduced by Rolatape, Inc., Dept. SBS, 1741 Fourteenth Street, Santa Monica, Calif.

These wheels provide high speed and accurate methods of measurement for all types of industry. The units are easily operated by one man and do away with rules, tapes, yardsticks, chains, and all other measuring devices.

Write for P208. Use coupon page 62.

CUT-TO-SIZE SCREENING

The Alabama Wire Co., Inc., Dept. SBS, P. O. Box 562, Florence, Ala., now offers Metal-Mesh aluminum screening cut to the size usually used by lumber and millwork shops.

It is packed flat like glass in woodbound boxes. Convenient handling and saving of cutting time is gained.

nd saving of cutting time is gained.

Write for P209. Use coupon page 62.

BLASTING TUBES

A new self-contained, charged, nonsparking torpedo tube for deep-well blasting has been announced by the American Cyanamid Co., Dept. SBS, 30 Rockefeller Plaza, New York, N. Y.

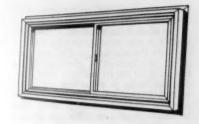
Called the Saf-T-Pak, it consists of a laminated tube about 10' long, made of kraft and asphalt papers, with one end crimped and the other a sectionalized, pointed nose.

A flexible, high-strength galvanized wire forms a lowering bail at the crimped end and runs through the inside of the tube to the nose end where protruding wires are securely tied around the nose and joined by a non-sparking metal clamp. The tubes are made in two sizes and are charged with four container cartridges of 80-per-cent-strength nitro oil gelatin No. 2.

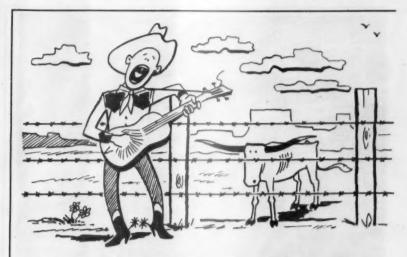
Write for P210. Use coupon page 62.

ALUM. SLIDER WINDOW

The Per-Fit Products Corp., Dept. SBS, 1206 East 52nd Street, Indianapolis, Ind., offers their new "Job Condition" horizontal slider window. It is so named because of the ease with which it can be installed.



By simple on-the-job adjustments, the new Per-Fit "packaged window" may be placed into a wall with total thickness varying from 4%" to 5%; from face of exterior sheathing to face of interior finished surface, and



DON'T FENCE ME IN!

Don't worry, Podnuh, you won't be fenced in long, because you didn't treat those posts with COPPO! In about two years those posts will be rotten as dirt—the cows will be out and you'll be out lotsa money replacin' and repairin' the fence.

Folks like him, in the Tennessee Valley alone, spend \$41,000 a day building and mending fences* . . . a figure that could be slashed 'way down if they used a preservative like COPPO!

Man alive! What a preservative market! And the same market exists in your vicinity, too. Get your share of it with fast-selling COPPO—attractively merchandised—safe to use. Order a few cases from your jobber salesman now! Now available in COPPO CLEAR, too.

*From Fence Post Treating, Tennessee Valley Authority



All gallons packaged in the attractive Up-Front Salesmaker Display.

Also available in Coppo Clear.

Write us for additional information and nearest jobber now!

The Coppo Company, Inc.

2342 South Lauderdale

Memphis, Tenn.

fitted to within 1/32" of the total wall thickness.

The aluminum window is installed simply in a rough opening by nailing through the aluminum flashing fins, which are concealed completely by the exterior finish surface. This window package is complete with extruded aluminum interior trim and integral exterior finish trim. The weather-proofed unit has an etched satin finish.

The Per-Fit slider window comes in several stock sizes, as do the related lines of double-hung aluminum windows and glass block ventilators.

Write for P211. Use coupon page 62.

PACKAGED LOUVER



The Louv-r-Pak is a new packaged metal ventilator developed by the Louv-r-Pak Co., Dept. SBS, P. O. Box 1841, Fort Worth, Tex. The new

louvers come packed two to the sturdy carton.

They come in five sizes, screened, for installations in five minutes. They have smooth mounting flashings. They are easily handled and stored on the job site.

Write for P212. Use coupon page 62.

PACKAGED PLYWOOD

An innovation in marketing plywood is announced by the St. Paul and Tacoma Lumber Co., Dept. SBS, Tacoma 2, Wash. This manufacturer now ships five premium-quality plywood specialties neatly and safely packaged in 200-lb-test fluted fiberboard that meets requirements of all freight carriers.

These plywood items include Plyaloy siding—in 12", 16", and 24" widths, all 8' long, with wedges and furring strips; select cabinet stock—¾" interior premium-grade fir plywood; moire—new brushed-grain exterior fir plywood; 5/16" knotty pine plywood—¼" or ¾" exterior type; Texture One-Eleven—new, unsanded exterior plywood with parallel grooves in face, in 8' or 10' lengths.

Field tests of some packaged items revealed that dealers liked them because they were easier to order, handle, and sell—particularly to Do-It-Yourself trade.

Write for P213. Use coupon page 62.

SLIDING GLASS DOOR



The Slide-Master sliding glass door is made of steel and rolled form section to operate on sealed bearings. It uses a mohair channel weatherstripping. It is made by the Slide-Master Glass Door and Window Co., Dept. SBS, 9015 Wilshire Boulevard, Beverly Hills, Calif.

All frames are welded and include the threshold, jambs, and head sections. It is easily installed.

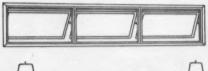
The doors come in stock sizes of 6', 8', 10', and 12' by 6' 10" high. They are priced, the makers claim, to compete with all other type doors in multiple or low-cost housing projects.

Write for P214. Use coupon page 62.



VERSATILITY

You can do lots of things with National Panel Windows. They build easily into window walls, awning stacks, ribbons or rows of casements. You can even order them in groups, factory-assembled to your specifications.



Order from your jobber, or write us for his address.

NATIONAL WOODWORKS Box 5416 Birmingham 7, Ala.



They harmonize with any style of architecture, come either fixed or ventilating.

Write for new folder.

Low-Slope Roofs

(Continued from page 25)

applied according to the specification. Panels of 2-, 3-, and 4-inch rises did not leak during a six-hour period of continuous 60-MPH wind and 2-inch rainfall.

In another series of tests, the eaves-flashing construction was tested under simulated ice dam conditions. Water lying on the surface of a low-slope deck was alternately frozen and thawed during a three-day period. The result was that the flashing (the cemented portion of the underlayment) "showed complete freedom from leakage."

The specification:

"A-Underlayment - The deck shall be covered with two layers of No. 15 asphalt saturated felt, applied as shown in Fig. 1 by commencing with a 19" starter course laid along the eaves to overlie the metal drip edge, followed by a 36" sheet completely overlapping the starter course, and continuing with 36" sheets each overlapping the preceding course by 19". The sheets shall be secured to the deck by either %" staples or %" roofing nails, using only enough fasteners to hold the material in place until the shingles are applied.

"B—Eaves flashing — In areas where the January daily average temperature is 25 degrees F. or less, the felt underlay extending up from the eaves of the roof to overlie a point 24" inside the inside wall line of the building shall be

treated as follows:

"A continuous layer of plastic roof cement shall be applied at the rate of two gallons per 100 square foot to the surface of the underlay starter course before the first full course is placed thereon, and also to the 19" underlying portions of each succeeding course which lies within the prescribed roof area (i.e., from eaves to a point on the roof 24" inside the inside wall line of the building) before placing the next succeeding course. In each case the cement shall be applied with a comb trowel, and the overlying sheet shall be pressed firmly into the cement over the entire cemented area, using a broom or light roller to insure complete adhesion at all points.

"C—Shingles—The shingles may be applied to break joints on halves, or thirds, or at random. In any case, they shall be applied at 5" exposure, using four nails per

"All shingle tabs shall be secured as follows: Under the center of the exposed portion of each tab and on the surface of the underlying shingle, place a spot of quick-setting asphalt cement not less than 1 square inch in area. Be sure the cement is a type recommended by asphalt shingle manufacturers. Press the tab firmly into the cement, being careful to prevent the cement from squeezing out over the exposed surfaces. Do not bend the tabs back farther than is necessary

to place the cement. All rake shingles shall be cemented to the metal drip edge and to each other.

Building material dealers can now stress these qualities and advantages of asphalt shingles to all customers building houses and other structures with nearly flat roofs:

 Color—the roof is considered the key color area on which the whole color scheme of a home rests.

2. Economy—the low cost of the low-slope application of asphalt strip shingle is obvious to all.

3. Long life-the lower mainte-

Another good reason why it pays to be a Dickey



Pin-pointed advertising pre-sells Dickey Clay Pipe for you

Your customers . . . home builders, plumbers, contractors, architects and project developers . . . all are hearing about Dickey Clay Pipe and its many advantages through Dickey's regular advertising program.

Every month important buyers in your sales area are being convinced that it is wise to install this long-lasting material for all sewers and drains . . and that they should see you for prompt and courteous service. Just another reason why it pays you to be a Dickey Dealer.

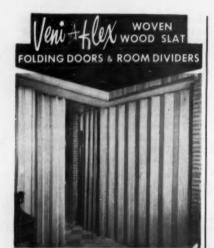
If it's made of clay, it's good
. . if it's made by Dickey it's better

W. S. DICKEY

HEATIN

CONTRACTO

Birmingham, Ala , Chattanooga, Tenn., Kansas City, Mo., Meridian, Miss., San Antonio, Jex., Texarkano, Tex.-Ark Dickey Sanitary
Salt-Glazed Clay Pipe
ALWAYS IN DEMAND



ADD UP TO MORE PROFITS FOR YOU



- * MEETS THE DEMAND FOR LOWER COST!
- * EYE APPEAL PRODUCES QUICK
- * VARIETY OF ATTRACTIVE COLORS
 TO CHOOSE FROM
- * WIDE RANGE OF USES MEANS MORE POTENTIAL BUYERS!
- ★ EASY INSTALLATION CAPTURES
 THE DO-IT-YOURSELF MARKET!
- * MAY BE SUSPENDED DIRECTLY

ABOVE: Veni-Flex Folding Doors convert nonfunctional area at end of room into valuable closet space . . easily installed with overhead track .

LOWER LEFT: No closet space? Veni-Flex doors create space . . eliminate added construction cost . . may be suspended from ceilings.

LOWER RIGHT: Veni-Flex doors are ideal for solving special closure problems . . . for example, this breakfast bar.



nance costs during the life span of asphalt roofing is a factor of both economy and convenience.

4. Ease of application—proper application is fairly simple as rec-° ommended in the specifications.

5. Fire resistance—the Class "C" rating from the Underwriters Laboratories certifies that asphalt shingles are "not readily flammable and do not readily carry or communicate fire" and "possess no flying brand hazard."

For the complete specification of this low-slope roofing application write to the Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 36, N. Y.

Complete Kitchens

(Continued from page 27)

space where more units or appliances could be added later and then makes a follow-up visit.

To tie in with cabinet sales, the Southern Supply Company added a complete appliance department in 1951. E. G. Cowgill, father of Ben Cowgill, manages this department, which occupies one end of the display room.

As the Rural Electrification Administration helped bring electricity to outlying districts, Southern Supply salesmen followed each line to sell appliances.

Cowgill, whose brother is a builder, is on friendly terms with most of the local contractors. He was chosen manager of the Lexington Home Show last year—the first that community had had in 18 years.

Lexington has a population of some 55,000 (possibly 100,000, including suburban areas) yet its home show attracted more people than those held that year in Louisville and in Cincinnati, Ohio. More than 53,000 persons visited the booths, set up in a tobacco warehouse, during the six nights and Sunday of the show. Some farmers and other rural dwellers even came from West Virginia to go through the 130 booths.

The Southern Supply Company took three booths to display its three lines of kitchen cabinets and appliances. The firm also supplied equipment in 27 of the 34 houses open for inspection during National Home Week. A two-page newspaper advertisement pictured some of these homes, pointing out that the Southern Supply Company had

planned and installed the kitchen units.

Special events staged by the firm have served not only to interest more people in kitchen cabinets and appliances, but also to inform many people of its location and types of merchandise. Cowgill recalled that several years ago, when he mentioned his firm in public, many people did not know that it was a building supply business. Now it's a rare Lexington adult who doesn't know something about his company!

One of the Cowgill's most popular special events was a cooking school, conducted by the home economist of a range manufacturer. Special invitations were mailed to those who registered at the company booths at the home show and to the wives of local contractors. Fifty-eight women attended the afternoon session and 65 the night session.

When Youngstown Kitchens introduced a new cabinet line, its home economist conducted a special event, to which 150 persons were invited by mail. Eighty persons attended.

Once a year, in cooperation with the Celotex Corporation, the Southern Supply Company entertains over 100 contractors at a dinner. A product film and introduction of new products usually follows. Frequently, some other idea, such as new slants on marketing homes, is tied in with this meeting. A Negro quartet provided a lighter side to one evening.

S. C. Engineers Form New ASHVE Chapter

President L. N. Hunter of the American Society of Heating and Ventilating Engineers presented a charter to the new South Carolina chapter at its first meeting in Columbia recently. The society is devoted "to the advancement of human comfort."

Hunter spoke on "Society Aims," in which he listed ASHVE's accomplishments. A. V. Hutchinson, executive secretary of ASHVE, presented the record books.

The first slate of officers includes the president, R. F. Donovan, E. W. Klein and Co., Columbia; vice-president, L. L. Hyatt, L. L. Hyatt Co., Spartanburg; secretary, J. E. McMurray, Johnson Service Co., Columbia, and treasurer, M. W. Rickenbaker, T. Louis Murray Co., Columbia. The board of governors includes R. K. Rouse, Greenville; H. L. McDowell, Columbia, and M. R. Durlach, Columbia.

"Quiet" Skating Rink-New Use for Vermiculite

A roller - skating rink floor quiet you'd think it was carpeted" in the new Mattoon, Ill., Silver Star rink is the result of curiosity aroused when the old rink burned down last summer.

The rink's owner learned about vermiculite when his 15-year-old Silver Star burned to the ground on June 22, 1953. The only thing untouched by the flames was a blanket of vermiculite used as insulation in the roof.

Inquiring about the material, he learned from Mattoon's Construction Material Co. that vermiculite can't burn, since it is processed at 1,800 degrees F.

When the company told him that vermiculte, besides being fireproof and firesafe, also deadens sound, he decided to use the material to sound-treat his new roller rink.

The grade chosen for the rink is the same grade used as a plaster aggregate. Poured into 1% x 1% inch voids under the floor, the vermiculite reduces noise and cuts heat loss through the floor.

More Heating Schools

The Institute of Boiler and Radiator Manufacturers has announced a new schedule of its I-B-R School of Modern Heating for the fall.

Tuition for the school is \$28. Those wishing to enroll or obtain information may contact the institute at 60 East 42nd Street, New York 17, N. Y.

The fall schedule includes these centers: Williamsport, Pa., August 10-12; Pittsburgh, Pa., August 17-19; Cincinnati, Ohio, August 24-26; Knoxville, Tenn., August 31-September 2; Chattanooga, Tenn., September 14-16; Nashville, Tenn., September 21-23; Winston-Salem, N. C., September 28-30, and Charlotte, N. C., October 5-7.

Cash-and-Carry

(Continued from page 29)

basements, were pushed down 15 feet to provide solid foundations. Display rooms and offices are at ground level.

The T-shaped building is bordered by a concrete sidewalk under a four-foot canopy around a floorlength display window on the north side, and a five-foot walk in front of the main entrance glass doors. The outside of the east front, which is all glass, features a pylon in the

center, glass on both sides, and planter boxes in front. Large triple mullion aluminum casement windows admit abundant daylight.

Glass and screen are kept in another 13-by-24-foot room. This room also holds pipe and threading equipment, so pipe can be threaded 'while you wait" for customers.

Floor displays are built for the full-length display windows. During the opening month, a bathroom ensemble was used in one window, showing the tub, lavatory, fittings, and prefinished tileboard four feet high so as not to obstruct the view

of the whole sales floor from the outside.

A hinged door rack on the main floor forms the door display. It is strategically located near an island display that holds indoor and outdoor locksets, door closers, cabinet hardware, drawer pulls, hinges, and house numbers.

The loading dock has been designed so that several cars or trucks can pull up to the back for loading at once. All four main sections of the warehouse have overhead doors that open for easy access to materials.

> Published in the interest of better and more economical building construction.

Time & Material Saver

Ready-To-Install Complete Window Units Equipped With Monarch Metal Weatherstrip



Among the several benefits resulting from the use of Com-plete Window Units, the three most profitable for your builder customer are these:

A. The waste of material is entirely eliminated
B. There is no costly on-site assembly
C. Hetter, sounder, more accurate construction is assured You can put money in the pockets of every builder by selling him Complete Window Units, precision-assembled by the mill or millwork jobber. You benefit too, because you increase your sales-dollar vol-ume and greatly reduce your material handling and inven-

ORDER THEM FROM YOUR SASH & DOOR JOBBER

tory investment.



American Markee

Big, Beautiful 10x20-foot

CARPORT

WITH 24 OTHER USES

Delivered KD packaged, in easy-toassemble sections, ready to install. Everything included. No extras to buy.

Strong heavy-gauge aluminum weatherproof roof. FASCIA has white hard-baked enamel finish. Decorative STEEL PILASTERS bonderized white. Extruded aluminum rafters and hat sections, airplane type construction.

Engineered to pass local building permit codes. Reasonably priced. Immediate shipment.

VERSATILE and ADAPTABLE. Adds new beauty and protection. Combine 2 or more for various uses... Porch, Terrace, Patio, Cabana, Swim Pool, Summerhouse, Motel, Store Front, Restaurant, Trailer Court, Car Lot, Outdoor Exhibits, and many others.

BE FIRST with AMERICAN MARKEE in your

Home Improvement Market!

Write Today

FOR FULL PARTICULARS.
One order makes you a dealer if your territory is apon.
MARKEE CORPORATION of America,
Dept SBS
4045 N. W. 29th St., Miami, Florida

hoo-hoo LOG

New officers of ATLANTA, GA., Hoo-Hoo Club No. 1 include Edward L. Taylor Jr., president; Howard B. (Buck) Watson, vice-president; Bernard P. (Doc) Reeves, secretary, and W. T. (Bill) Woodham, treasurer. New directors include Jack W. Hubert, Charles W. Peek Jr., Gilbert Rosenthal, Charles B. West, and Sam E. Houston, retiring president. . . MIAMI, FLA., Cats have made arrangements to cooperate with the Chamber of Commerce in promoting a "Clean Up, Fix Up, and Paint Up Week." All dealers will display placards and signs in conspicuous places and feature the event in advertising. . The PANHANDLE PLAINS Hoo-Hoo Club No. 8 held its May 22 party at the Ed Stalwitz farm, three miles west of Dumas, Tex. After watching the Maverick Club of Amarillo display their national championship form in tumbling and on the trampoline, the Cats displayed their athletic talents in indoor baseball, horseshoe pitching, and other sports. A report on the "Dutch Snack" held during the TEXAS dealer convention shows that the Cats made a net profit of \$5,635.80. A gentleman from San Antonio won the Buick. Proceeds will help finance the 63rd convention of Hoo-Hoo in Houston at the Shamrock Hotel, September 6-9.

Consoweld Corp. Formed

To manufacture Consoweld plastic laminates at a new plant being constructed at Wisconsin Rapids, Wis, the Consoweld Corp. has been formed by principal officers of the Arborite Co., Ltd., of Montreal, Canada, and the Consolidated Water Power and Paper Co. of Wisconsin Rapids. The new plant will contain 110,000 square feet of usable space and equipped with modern plastic machinery.

Officers of the new Consoweld Corp, include Stanton W. Mead as president and Ralph R. Cole as vice-president. These men hold similar positions with the Consolidated Water Power and Paper Co. Thomas A. Duda is Consoweld's secretary-treasurer.

The new plastic laminate firm is capitalized at \$2,000,000.

Improved Insulite Plant

The latest step in the over-all modernization program of the Minnesota and Ontario Paper Co. involves extension of the present Insulite insulation mill into the area now used as a parking lot.

The extension will permit relocation of fabricating operations to the ground floor, followed by a diversification of the Insulite line.

"The improvements will streamline our Insulite manufacturing operations and contribute greatly to the improvement of our methods," Vice-President Clarence Larson said.



MIAMI CATS PLANT MAGNOLIAS ON ARBOR DAY

Bob Martin, past-president of the Miami, Fla., Hoo-Hoo Club 42, puts a final shovelful of dirt around one of two magnolia trees donated by the Cats to Greynolds Park in an impressive Arbor Day ceremony. The park, a favorite recreation spot, now contains 206 kinds of trees. The magnolia trees were shipped from Gurdon, Ark., birthplace of Hoo-Hoo. In a brief dedication speech, Club President Bill Peeples pointed out that Arbor Day is not official in Florida and expressed the hope that Hoo-Hoo and other groups can secure passage of a bill to make it so. Also in the group above are Arthur Bivins, Bill Long, Cliff Rose, E. B. O'Neal, Wayne Whitfield, Oscar Martel, Neal Turner, and Carl Slack.

manufacturers' NEWS

ATLANTA, GA.: United States Steel Homes, Inc., has announced the appointment of George A. Thompson Jr. as manager of the Atlanta district residential sales organization. His territory includes Georgia, the Carolinas, Florida, Alabama, and Mississippi.

WARREN, OHIO: George E. Whitlock, who has been president of the Mullins Manufacturing Corp. since 1937, makers of Youngstown kitchen cabinets, has been named vice-chairs man of the board. Succeeding him as president is Harry M. Heckathorn, formerly executive vice-president.

LOS ANGELES, CALIF.: Trade-Wind Motorfans. Inc., has constructed a new 55,000-square-foot building that permits consolidation of its two plants for manufacture of kitchen ventilators and cooling equipment. The building is of pre-cast, reinforced concrete with bowstring truss roof.

NEWARK, N. J.: The Hookrite Products Corp. has appointed John H. Graham and Co., Inc., as exclusive national sales agent of Hookboard perforated hardboard. MEMPHIS, TENN.: Robert W. Clark is Southern sales representative for the Columbia Plywood Co., of Seattle, Wash., manufacturers of both fir plywood and hardboard paneling. His office is at 603 Sterick Building, from which he will serve Southeastern states with Columbia products.

WARREN, OHIO: New director of public relations for the Mullins Manufacturing Corp., which makes Youngstown kitchens, is Richard Nelson. With the firm since 1944, Nelson succeeds A. D. LeMonte, who took a new position in New York. Nelson had edited the employee and dealer publications of Mullins.

MILWAUKEE, WIS.: The Worthington Corp., manufacturers of airconditioning and refrigeration equipment, has acquired the assets, name, and good-will of the L. J. Mueller Furnace Co. in exchange for Worthington stock. Worthington's president, Hobart C. Ramsey, announced that the local Mueller plant and facilities would be operated as the Mueller Climatrol Division of the

Worthington Corp. Mueller is a leading manufacturer of home-heating equipment. Worthington makes airconditioning equipment at Decatur, Ala., and Holyoke, Mass.

PITTSBURGH, PA.: E. D. Peck, vice-president in charge of the paint and brush division of the Pittsburgh Plate Glass Co., recently announced the appointment of Dr. Pierson G. Boermans as division supervisor of trade sales development. Boermans has been with Pittsburgh Plate Glass since 1943 and is a graduate of Calvin College and Indiana University. He is responsible for the development and performance of standard trade sales products made at all PPGC factories.

MANSFIELD, OHIO: To better integrate and expand the sale of its portable appliances, the Westinghouse Corp. has appointed six regional managers. The Southeastern regional manager is A. Dwight Lynch, former major appliance factory representative in the Atlanta, office. He has been with Westinghouse since 1933. Responsible for the Southwestern region is C. E. Reid, who joined the firm in 1931. He recently has been Southwestern district manager for electric appliances. His office is located in St. Louis.

TOLEDO, OHIO: Dan E. Morgen-



J.M.J. TILE CUTTERS

Tools of quality for quality workmanship. Each J.M.J. cutter is expertly and exactingly designed for the types of tile designated,



BLADE RESHARPENING SERVICE

DEALER RENTAL PROGRAM AVAILABLE



WRITE FOR LITERATURE AND NEAREST DISTRIBUTOR TODAY.

J.M.J. INDUSTRIES

228 CENTREVILLE AVENUE BELLEVILLE, ILLINOIS roth, who has an extensive background in Fiberglas sales, engineering, and product development, has been made manager of general construction material sales for the Owens-Corning Fiberglas Corp.

HOUSTON, TEX.: Charles H. Waldron has been appointed district sales manager of the new Houston sales office of the Butler Manufacturing Co., makers of steel buildings. The Butler firm has had offices in Texas for 23 years.

ATLANTA, GA.: The F. Graham Williams Co. is now the authorized sales agent for Erie architectural porcelain enamel products and buildings. The company's territory covers Georgia, Alabama, Florida, the Carolinas, and parts of Tennessee and Virginia.

SAN LEANDRO, CALIF.: Louis B. Neumiller was elected chairman of the board of the Caterpillar Tractor Co. at a recent board meeting. He has been president for the past 12 years and is succeeded in this post by Harmon S. Eberhard.

NEW MARTINSVILLE, W. VA.: The Universal Concrete Pipe Co. has been appointed West Virginia licensee for the manufacture and sales of Flexicore pre-cast, pre-stressed floor and roof slabs. They will be made at Universal's New Martinsville and Clarksburg plants.

TOLEDO, OHIO: Henry P. Seymour is new manager of sales for V-Corr enameled steel corrugated roofing and siding. He represents the Bettinger Corp., with headquarters in Waltham, Mass.

NEW YORK, N. Y.: Ross Muir, formerly senior associate editor of the Forbes Magazine of Business, was appointed as public relations director for the Ruberoid Co. He is a graduate of Colby College and Columbia University, and served in World War II.

HENDERSON, KY.: To convert the by-products of the Scott Lumber Co. into a new type of lumber, the Jasper American Corp. is constructing a \$250,000 plant here. It will employ about 150 persons.

ELYRIA, OHIO: The Colson Corp. has extended distributorships for its industrial trucks, platforms, liftingacks, wheel chairs, and similar equipment to Florida and Alabama. Wrenn Brothers. of Charlotte, N. C., have opened an office in Jacksonville to serve Florida. The Alabama distributorship was awarded to Wurzburg Brothers, of Memphis, Tenn.

PHILADELPHIA, MISS.: Richard Allen is the new president of the Philadelphia Rotary Club. He is forester for the **DeWeese Lumber Co.**

Greasewood Hardboard

The creosote bush — plague of drought-hit Western ranges — soon may mean money in the pockets of Southwestern ranchers.

The Tempron Corp. has started construction of a \$5,000,000 plant in El Paso, Tex., to turn the creosote bushes—or greasewood—into hardboard. The plant will belong to the Taylor Corp. of New York.



PERMANENT AWNINGS A PROFITABLE SPECIALTY

As the Richmond, Va., installation reveals in this picture, permanent awnings of structural plastic or aluminum "doll up" homes. They provide the home-owner with three advantages—shade from the sun; protection for window, door, and stoop; and beautifying color and design. They can be obtained almost overnight from manufacturing distributors throughout the South and Southwest, and sold at a neat profit. Photo courtesy of Lock Vent, Inc., Richmond, Va.

New Celotex Line-Up in Southeastern District



JAMES L. ALLEGOOD, right in photo, is congratulated by Bob Moore on his promotion to the assistant managership of the Atlanta district of the Celotex Corp. He succeeded Moore in this position after Moore was advanced to the Pittsburgh, Pa., district managership.

Allegood was succeeded as Celotex sales representative in eastern North Carolina by Dale Files, who headquarters in Raleigh. Files for five years had been sales representative

in the territory for the Inland Steel Co.

Following the resignation of John H. Wallin, the east Tennessee sales territory has been divided by Manager A. L. Dent, of Atlanta. Homer Morgan, formerly in the Macon, Ga., territory, is now Celotex representative in the Knoxville area.

George Smith, former junior salesman, is the new Celotex sales representative in northeast Tennessee and in western North Carolina. His headquarters are at Asheville, N. C.

Trains Dealers' Men

The Lockwood Hardware Manufacturing Co., Fitchburg, Mass., recently conducted a two-week factory training course for dealer personnel. In its fifth year, this periodic course is designed for both contract and stock hardware men.

Among those attending the last course were Don Busby, Mission Hardware Co., San Antonio, Tex.; C. E. Fisher Jr., Allied Roofing Products Co., Baltimore, Md.; James Gormley, Builders Hardware and Supply Co., Los Angeles, Calif; William Rierson, Brown, Rogers, Dixon Co., Winston-Salem, N. C., and John Studds, W. T. Weaver and Sons Co., Washington, D. C.

Besser Machinery Firm Marks 50th Anniversary

The Besser Manufacturing Co. on May 21 celebrated both the birthday of President Jesse H. Besser and the company's golden anniversary by being hosts to over 700 guests from all over America and from several foreign nations.

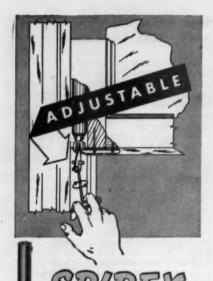
Son of the founder of the firm which started making Besser concrete block machinery in a small, barn-like structure in Alpena, Wis., President Besser was presented with a special plaque by the president of the National Concrete Masonry Assn., M. E. Rinker. He said it was "in recognition of Mr. Besser's leadership in the industry which now is producing nearly two billion block a year." He forecast production of six billion block annually in decade.

In contrast with the original Besser machine, which made 150 to 200 concrete block a day, the latest Besser models can make over 10,000 block daily.

Sales Contest Winners

Don A. Wells, Huntington, W. Va., and Gilbert L. Myrick, Memphis, Tenn., were among the winners of





SPIRAL-SPRING SASH BALANCES

Complete range of sizes. Only SPIREX has all seven of the most wanted features.

- Can be installed while Sash is in or out of frame
- · Adjustable after balance is installed
- Only 3-4 turns required to tension balance for 24" x 24" sash
- · Positive lifting power
- Fits round or square groove either %" x %" or %" x %"
- Quiet operation
- Shipped in durable telescoping carton with easy size number identification

AVAILABLE IN

CALDWELL CLOCK-SPRING SASH BALANCES

CALDWELL guarantees smooth trouble-free operation of double hung windows for the life of the building.

Tape-locking device speeds installation. Window units equipped with overhead clockspring balances require a minimum of on-the-job carpentry.



Type 242 FT

CALDWELL MANUFACTURING CO.
63 Commercial St., Rechester 14, N. Y.
Flease send catalog and price list to:
NAME

COMPANY

ADDRESS

CITY

STATE

free trips in the recent sales contest sponsored by the Zonolite Co., Chicago, processors of vermiculite.

The winning salesmen led all others in topping their quotas for vermiculite products for the six months ended January 31. They will visit the company's vermiculite mine at Libby, Mont., watch logging operations, visit Glazier National Park, and fish on the Yak River.

Opens Research Center

The National Gypsum Co., a member of the Building Research Institute, has opened a new research center in Tonawanda, a suburb of Buffalo, N. Y.

In addition to the usual laboratory and offices, there is a pilot plant in which the manufacture of products such as rock-wool insulation, paint, lime products, and insulation board will be duplicated in miniature.

The center also includes rooms for research in climate control, thermal conductivity, microscopic examinations, and tensile testing.

Milwaukee Firm Makes Kaiser Aluminum Siding

All manufacturing rights and precision machinery used in the production of Kaiser aluminum siding by the Kaiser Aluminum and Chemical Corp. at Trentwood, Wash., have been acquired by the Federal Building Products Corp. of Milwaukee.

The Milwaukee firm now manufactures and distributes this product exclusively, under the new brand name of "Koralum." General Manager Charles C. Davis points out that the name is the only change made in this aluminum siding. It features an exclusive curved surface which eliminates ripples, waves, or buckles, and makes the siding hug the side of a house. This provides a weatherproof joint that rebuffs wind and moisture.

Koralum's porcelain-like finish resists salt air, cleans readily with a hose or damp cloth, and remains beautifully glossy, according to Davis. Information on dealerships and distributorships is available from 131 West Seeboth St., Milwaukee, Wis.

600 JOBBER SALESMEN STUDY IN CLINICS



THE INTEREST of wholesalers' salesmen in the two-day products clinics recently held by officials of the Celotex Corp. at 10 key cities in the nation is typified in the above photograph, snapped at the Biltmore Hotel in Atlanta, Ga., April 27.

From left, the men include John Blanton and James Roberts, Wholesale Building Supplies, Inc., Bristol, Tenn.; L. A. Julien, Peden Steel Co., Raleigh, N. C.; George C. Horton, Horton Hardware and Supply Co., Rome, Ga.; A. L. (Dick) Dent, Atlanta district manager of Celotex; and Murray J. Pascual, I. W. Phillips Co., Tampa, Fla.

Thirty-two salesmen from 21 wholesale distributors in Tennessee, Georgia, North Carolina, Florida, and Puerto Rico, attended the clinic to get first-hand information on the manufacture, specification, application, and sale of building products.

At this and similar clinics held in Baltimore, Jackson, Miss., Dallas, Kansas City, and five other points, some 600 salesmen heard Celotex home-office specialists on Celotex products and merchandising methods analyze and review sales features and opportunities. The clinic troupe was headed by Gordon G. Morrison, manager of sales training, and included Advertising Director Gates Ferguson and two of the assistant general sales managers — Allen Cassin, G. G. Dierking, and Ernest Rautenberg — at each city.

Spotlighted in the displays of product literature surrounding each meeting room were posters emphasizing the annual U. S. market for materials. These include: insulating siding, \$32,500,000; roofing, \$280,000,000; rockwool insulation, \$53,000,000; hardboard, \$60,000,000; insulating

board, \$19,000,000.



500 ATTEND WHOLESALER'S TELL/SELL MEET

BUILT AROUND the theme of "Tell More — Sell More," the third annual dealer meeting of the Builders Supply Co. attracted some 500 people representing 130 dealer organizations and 40 towns to its San Antonio warehouse on April 6. Fourteen manufacturers exhibited their building products and J. Maurice Hoare, Ruberoid sales promotion director from New York, made a stirring speech on dealer follow-through in the use of advertising and sales aids supplied by manufacturers.

In the foreground of the picture, left to right, are E. J. Gillis and J. G. Hall, Ruberoid representatives in Austin and Dallas; S. C. White, president of the Austin Home Builders Assn. and a lumber dealer; Speaker Hoare, Ganahl Walker Jr., president of the Builders Supply Co.; P. E. Gragg, San Antonio lumber dealer, and A. H. Ebert, BSC secretary-treasurer.

Walker explained that this annual meeting is "designed to keep build-

Redman Company Named Dry-Kiln Representative

The Standard Dry Kiln Co., Indianapolis, has appointed the Redman Engineering Service Co. of High Point, N. C., as its representative in the Carolinas, northeast Georgia, east Tennessee, and Virginia.

Kenneth Redman is a graduate of the University of Washington school of forestry. He managed the drykiln department of the B. F. Sturtevant Co. for two years and served as sales engineer for the Standard Dry Kiln Co. for several years. He has served the High Point area since 1930.

Standard's products include Internal Cross circulating kiln designs, prefabricated aluminum dry - kiln buildings, aluminum kiln doors, lumber handling equipment, and accessories.

ing materials men in the San Antonio and Corpus Christi region abreast of new products and of improvements in old products and building techniques. This swapping of ideas results in better informed retail outlets with better merchandise which will be able to give better service to home-owners and builders."

Hoare demonstrated Ruberoid's "Colorator" to explain trends in color harmony and decoration for new homes and other structures.

STRICTLY wholesale

JOPLIN, MO.: Robert E. Fay has bought the George Kelley Building Materials Co., which has been in operation in Joplin for 29 years. He has changed the name to the Fay Supply Co. He formerly was sales manager for the Southwestern Sash and Door Co.

FAIRMONT, W. VA.: A new wholesale lumber business was opened here May 1 by Warren Brown and C. F. Bauer. Known as the Bauer Wholesale Lumber and Supply Co., the firm handles lumber, millwork, and building specialties.

GREENSBORO, N. C.: The Wiley Sholar Lumber Co. has been incorporated by Wiley Sholar Jr., Mrs. E. J. Mann, and Jean M. Sholar.

BIRMINGHAM, ALA.: The Birmingham Electric Battery Co. has been made distributor in this section for Duo-Therm gas and oil space heaters, gas incinerators, water heaters, and other home appliances.

MOBILE, ALA.: The Riley-Stuart





Do-it-yourself kit makes it easy for anyone to replace worn or broken sash cords in minutes. You don't have to remove the window. Nothing to do but take out the old pulley and replace it with Lifetime Balance. Householders, landlords, handymancarpenters buying by hundreds in test stores. Display unit sells for you. Your jobber has it, or for full details, write:

MANUFACTURING CORPORATION
325 HOLLENBECK STREET
ROCHESTER 21, NEW YORK

Supply Co., Inc., has added Veni-Flex woven wood slat folding doors to its wholesale lines.

SUMTER, S. C.: A charter of incorporation has been granted to the Williams Sales Co. to act as broker for others in buying and selling lumber and plywood. P. L. Edwards is president.

DALLAS, TEX.: John F. Moore, member of the firm of Moore and Co., wholesale building supply dealers, has been elected a member of the board of directors of the City State Bank of Dallas. His father, Ira T. Moore, formerly was a director of this bank.

MORGANTON, N. C.: Billy Joe Patton, traveling sales representative for his father-in-law's firm, the Fred L. Huffman Co., finished a close third in the recent Masters' Golf Tournament in Augusta, Ga. He shot a 290, against Hogan and Snead's 289, the best score of an amateur in the 18 years of the Masters' tournament. It resulted in an invitation to play with President Eisenhower the following week-end.

BIRMINGHAM, ALA.: The Standard Lumber Co. has appointed Arthur H. Yereance as its sales representative in part of Virginia, New York, and New Jersey. Yereance spent 23 years as general sales manager at the Weyerhaeuser Sales Company's Newark, N. J., branch, retiring in April.

Johnson Heads Sales for Southern States

Elmer S. Johnson has been appointed sales manager of metal products for the Southern States Iron Roofing Co., building material distributors. He has been succeeded as credit manager for this company by John L. Thomson.

In announcing these personnel changes, Executive Vice-President J. W. Mc-Intire expressed regret over the recent tion of David F. Scales as general sales Scales has been appointed vicepresident charge of sales the Childers Manufactur-

cent resignacent resignace

ing Co. at Houston, Tex. McIntire said Scales' former position with Ssirco would not be filled.

A. J. Robertson, former manager of Southern States' branch in Orlando, Fla., and erstwhile manager at Jacksonville, has resigned to go into business for himself. Vice-President Lee Bartholomew announced that



ELMER S. JOHNSON

Leo D. Sheridan will continue as manager of the firm's wholesale branch at Jacksonville. Sheridan has been with Ssirco since 1947 as sales representative, Atlanta division sales manager, and Jacksonville manager. He formerly had been with the Builders Lumber Co. in Macon and the Certainteed Products Co. in Atlanta.

Johnson, new metal products sales manager, joined Southern States seven years ago as head of the credit department, after service with Montgomery-Ward. He knows intimately many of the 7,000 dealers and customers of the Southern States Iron Roofing Co., and has originated many sales ideas in working with the salesmen and branch managers through the credit department.

Johnson is a director of the Georgia Assn. of Credit Management, co-founder and past-president of Toastmasters, Inc., in Savannah, and a member of the Exchange Club and Elks.

A native Savannahian, Thomson has been with the Southern States Iron Roofing Co. for 13 years, most recently as manager of the accounting machines department.

Promoting Lumber

(Continued from page 21)

mental proof of the durability and economy of that type of material for Florida homes. While some types of wood used in this building are no longer obtainable, effective wood preservatives make today's products equally durable, and enable present-day builders to attain that 'cool-in-summer, warm-in-winter' effect so noticeable in the above home, and so advantageous

dealers!

low cost storage space with EZ-Way Folding Stairways • increase sales — show your customers the advantages of this inexpensive storage space



EZ-WAY Folding Stairways

Sturdily built, modern in appearance. EZ-Way features touch-control, balanced spring action. Close study of EZ-Way Folding Stairway features will prove to you the way to best please your customers on auxiliary, low cost storage space.

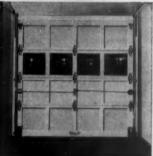
Write TODAY for the illustrated brochure providing information and specifications on EZ-Way products EZ-Way products are manufactured by EZ-Way Sales, Inc., Box 300-5 St. Paul Park, Minnesota.



EZ-WAY!

WEIGHT BY

GARAGE DOORS and Electric OPERATORS



Model 53—Built with "Tension" springs, in 34 stock sizes from 8' x 6'6" to 16' x 7'; 4 or 5 sections; panels solid or open as per specifications.

Model 54—Built with "Torsion" springs, in 34 stock sizes from 8' x 6'6" to 16' x 7'; 4 or 5 sections; panels solid or open as per specifications. Special sizes up to 24' x 24' for all residential, commercial or industrial needs.

Custom Built Doors—with raised, ornamental or flush sections produced according to individual specifications.

"Automatic Doorman"—Wagner's magic electric operator furnished for all makes of sectional overhead and most one-piece doors.

Write for Bulletin No. SB-54



—Sawhorse Trestles — Scaffold Brackets — Folding Ladder Brackets — Farm Building Hardware and Specialties. Ask for Bulletin SB-54H.

WAGNER MANUFACTURING COMPANY

NATIONAL LOCK HARDWARE...

exactly what your customers want



FORGED IRON HARDWARE

Dead Black, Old Copper, Old Brass... beautiful on both natural and painted surfaces. Traditional charm.



NATIONAL LOCK set

Series "440" . . . Series "410" . . . two great lockset lines. Smartly designed . . . ruggedly built . . . fast and easy to install.



BUTT HINGES

Round and square cornered, regular and template. All standard finishes. Button tip with loose pins.



MAGNETIC CATCH

Small, compact. Has extra pulling power, positive action. Silent. No moving parts. Easy to install.

Cabinet Hardware, Concave Knobs, Brass Hardware, Furniture Trim, Forged Iron Hardware, Small Builders Hardware, Butts, Hinges

ALL HANDSOMELY PACKAGED IN



"Selecta-Pakslide Boxes

Cash in on the many advantages of this popular slide box with clear acetate cover. Inviting appearance. Customer self service. Saving of sales time. Ease of stock control. Many others. Ask, too, about the new profit-building NATIONAL LOCK. Counter Displays. Write us today for illustrated price list.

DISTINCTIVE HARDWARE ... ALL FROM I SOURCE

NATIONAL LOCK COMPANY Rockford, Illinois Merchant Sales Division



for comfortable Florida living. . . . Full details concerning the many advantages of wood for Florida homes freely explained at —."

Other wood-framed houses featured in the Delray ad series included single-story dwellings built in 1936, 1939, and 1941. One happy home-owner's letter was published in the ad as follows:

"After careful consideration of various types of building materials for residence construction, I decided to build my home on North Ocean Boulevard entirely of wood because I consider a home built of wood more attractive, more comfortable and more economical than other types of construction, especially in our damp Florida climate.

"My home was built in 1941, and the passing years have amply proved the soundness of my decision. To those who plan to build new homes in Delray Beach, I would earnestly recommend wood construction."

The sales pitch with this ad: "Be thrifty—build with wood." In other ads, the Delray Lumber Company brought out these suggestions:

"If you plan to build, be sure and consider the outstanding advantages of WOOD construction. Full information at -."

"There are other reasons, too, why wood construction is better—our experience and advice is yours for the asking."

"Another outstanding time-tested proof of the economy and efficiency of wood construction for Florida homes! If you plan to build, you must decide what is best for you. May we help you with the facts?"

The complete text of the Tampa booklet, which was copyrighted by Author Edward R. Culp in 1953, is as follows:

Introduction

"Of all the commodities purchased regularly by the general public, lumber is probably the one which is least understood. To some extent, the same may be said of many other building materials. Since your lumber dealer handles many diversified items, his is a very technical business covering many fields.

"For the purpose of this discussion, we shall use the term 'lumber' to mean' building materials in general. No attempt will be made to dwell on all of the detailed methods of counting, grading and billing; however, a few simple suggestions should help the prospective lumber buyer to get the type, quantity and grade of material which he requires.

"There are so many factors which affect the actual value of lumber that it is almost impossible to name them all. To begin with, out of the uncounted billions of pieces of lumber which have been cut, no two are exactly alike. Buying lumber sight unseen is very much like buying bananas by the bunch without seeing them or feeling them. Another comparison might be to that of buying a used car. The lowest price on an automobile of a certain age would mean nothing to the potential buyer unless he had the opportunity to see the car, drive it and try it out.

"If you know your lumber dealer, you can rely on his reputation and past performance. If you do not know him, see what you are getting for your money!

Importance of Good Materials

"Most buildings are put up with the idea that they will be more or less permanent. Therefore, it is very important not only to use good materials but also to use the proper material for the proper purpose. Generally speaking, it costs \$2 in labor to install \$1 in building material. If it is necessary to cut out and throw away a portion of the material, the purchaser loses the amount of wasted material and spends much more in labor to cut it out and throw it away. If material of too low a grade is used, the final cost is higher and the quality of the finished building is lower. On the other hand, it is possible to pay too

much for materials when a particularly high grade is not required. Your reputable lumber dealer will gladly assist you in determining the proper grade for various purposes.

This brings us up to a discussion of grades. Since each species of lumber is graded under different rules, no attempt will be made to detail specific grades here - however, some basic ideas on grades may be helpful. Lumber is a variable product. Therefore, any established grade can only set a minimum standard. No two pieces of lumber of the same grade will look exactly alike nor will they be of exactly equal quality. Material in a given grade purchased from a reputable dealer will cover the entire range from the minimum standards up to the minimum of the next higher grade.

"There are two general methods of grading lumber. These are:

"1. Strength Grades — Strength grades deal only with the material as regards its properties for structural purposes. This includes compressibility, tensile strength and many other technical terms which all add up to a rating of the material in strength rather than in appearance. Lumber used for framing such as joists, sills and rafters is graded in this way.

"2. Appearance Grades — Appearance Grades deal only with the appearance of the material. This obviously applies to such items as finish lumber, trim, paneling, etc.

Usually Strength grades are referred to as "Common" or "Structural" and Appearance grades as "Finish."

Units of Quantity

"Most lumber items are priced on a basis of one thousand board feet. A board foot is the equivalent in rough lumber to a piece 1" thick, 12" wide and one foot long. If the nominal size of lumber is narrower than 12", it must be proportionately longer in feet to become the equivalent of one board foot. If the material is thicker than 1", the width or length would be reduced proportionately in a given number of board feet. If the thickness is less than 1", it is still counted on a 1" basis and the price adjusted accordingly.

"Usually, 4" widths and over are priced on the unit of one thousand board feet. Practically all mouldings and strips narrower than 4" are sold on a unit price of one running foot or lineal foot. Since this is a very simple method of pricing, many dealers make a practice of pricing wider items on the basis of the lineal foot. It is much simpler for the buyer to understand the method of counting. If you do not understand the price quoted you, your reliable dealer can easily convert the thousand board foot price to lineal foot — or vice versa.

"Plywood, wallboards and building boards are almost always priced on



657 Grant Line Road

New Albany, Ind.





- Highest quality D-P white Caulking Compound in a giant Collapsible Tube!
- It's a "do-it-yourselfer's" dream! A dealer's, too!
- Perfect for dozens of home maintenance jobs.
- Tube has built-in applicator tip and cap that screws over it during storage.
- Ten tubes to the compact display box.
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Popular Mechanics Popular Science Family Handyman

Order from your jobber now!

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good look at PONDEROSA PINE



one of 10 woods from the

WESTERN PINE region

Straight, close and uniform-grained, lightweight, light-colored, workable, nailable, paintable, Ponderosa Pine is the pick o' the pines! Suited for all residential and light construction use — for fine paneling, woodwork, windows and doors — for furniture and specialty cuttings.

Ponderosa Pine comes in 3 select, 5 common, 4 dimension, 4 factory grades. You can order it in straight or mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills!

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INCENSE CEDAR
RED CEDAR
LODGEPOLE PINE



get the facts
to help you sell
Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bidg., Portland 4, Oregon

a square foot basis.

"Instead of asking for unit prices, you may prefer to give your dealer a specific list of material which you need. If you are unable to prepare this list yourself and do not have other competent help, your dealer will be happy to assist you. This is one of the many free services offered by your reliable lumber dealer. Once your complete list of materials has been priced, ask if the price is quoted delivered to the site of your job. Another service rendered by practically all lumber dealers is free delivery to the trade area which they serve. Of course you may prefer to take small purchases with you for the sake of convenience.

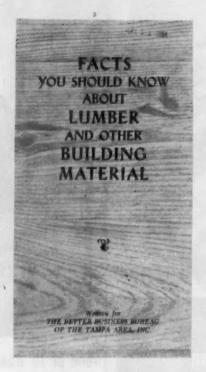
Checking Quantities Delivered

"Now that you have seen your material and have been quoted a delivered price, you know what you are to get and how much it will cost. While everyone can count a specific number of pieces and know if all have been received in good condition, very few people are familiar enough with lumber tallying to quickly and accurately check delivery of a large quantity.

"This is another point on which you must rely on the integrity of your supplier. Almost all material merchants allow a period of a few days in which to report shortages or damage. In all fairness to him, your material should be checked as soon after delivery as possible. This is obviously to your advantage as well. At the same time, his truck is busy and must go on to serve the next customer. This is the reason for the claim period being allowed.

"In any event, the material should be tallied before it is used. Some people have actually applied material, cut out waste and completed the job before going back to check the quantity received. This is obviously an impossible task. Once the material has been applied, you can not accurately see how much was received and neither can you nor your dealer be certain if any error was made.

"There have actually been cases of



unscrupulous dealers deliberately shortening their customers since quantities of lumber are not easily understood by the general public. This is a further reason for quick and accurate checking.

Lumber Dealers are Different

"One would not expect to go into two department stores and find that each carried exactly the same stock. Since your lumber dealer carries many and varied items in his inventory, you will find this to be true in his case as well. One dealer may specialize in handling large quantities of inexpensive lumber while another may carry a more widely varied stock of high grade materials in domestic and imported woods. While all lumber dealers do carry basically the same line, their stocks

may vary considerably. It may be necessary for you to call on several dealers to find the exact material you are seeking.

"In every case, it is best to make a personal call rather than rely on prices quoted by telephone, mail or printed advertising matter. On some items, it may be to your advantage to buy a lower grade at a lower price. In others, you may prefer to pay more for better quality. NO ONE CAN GIVE YOU MORE QUALITY FOR LESS MONEY! — Beware of those who pretend to do so.

Conclusion

"The above suggestions are set forth on the assumption that you are not familiar with any lumber dealer in this community. Once you have made your first purchases and have found a dependable dealer who is capable of serving your needs, you may rely on his help and advice. He will be happy to assist you in many ways to get the most for your dollar. Many new building materials are being introduced and you will find that his familiarity with these new items will assist you in protecting one of your most important investmentsyour home.

"If you know your dealer, rely on him. If not, follow these simple suggestions to save yourself time, trouble and money:

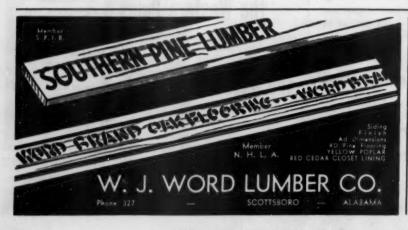
"1. Remember that lumber is a variable commodity. You may find substantial variations of quality even within the same grade.

"2. See what you are getting. Since there is no exact basis of comparison, prices quoted by telephone or writing mean practically nothing.

"3. Keep in mind that the material which will save you the most labor may be the least expensive in the long run even though its unit price is higher.

"4. Check your deliveries promptly and carefully.

"5. Rely on your BETTER BUSI-NESS BUREAU to refer you to the many honest and dependable lumber dealers in this community."



FOR SALE

FORK LIFT TRUCK: Hyster "150" 15,000 Lb. Capacity 8' arms, 17'6" lift. \$2,000 f.o.b. Tuscaloosa, Ala. Good condition.

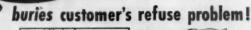
Bridgers Lumber & Bidg. Mat'l. Co. Tuscaloosa, Ala.

FOR SALE BY OWNER

Retail lumber and hardware business, located in Southwest Louisiana. This is a real opportunity. Owner wishes to retire. Address Box 44, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N.E., Atlanta 5, Georgia.

EASY SELLING

Majestic Underground Receiver





HIDDEN STORAGE FOR Cans, Bottles, Garbage ATTRACTS BUYERS... INCREASES YOUR SALES

Majestic Underground Receiver sells itself. Provides customers

with a tidy, sanitary way for keeping refuse out of sight . . . insures clean, neat backyards. Tight construction permits no odors to escape . . . makes unit inaccessible to insects and dogs. Can be placed anywhere, even near kitchen door. Only lid is visible. Convenient, fold-away toe lever easily lifts lid. Durable construction and rust-resisting finish guarantee lasting wear. Galvanized steel inner can equipped with bail for simple removal.

Call your nearest jobber, or write for his name The Majestic Co., Inc., 414-D Erie St., Huntington, Ind.





Century SAFETY FOLD STAIR

- Spring operates off frame over break bearing in-stead of door, stead of door, climinating door flying up in face, two adjustments on spring. Arm operates with sleeve bearing. Stiles thoroughly braced climinating possibility of spread.
- Arm hinge auto-matically broken by spring tension as you step off
- as you step on stair.

 4 ½" treads 8½" apart instead of 9½".

 No exposed hinges on ceiling when unit is installed.

 Long metal hand rail No splinters.

Dealers—write today for full information and name of your newest distributor.

Century Manufacturing Co.

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When you sell SISALKRAFT you're selling the best reenforced paper made. And that means you're building customer good will. Good merchandise means repeat sales, freedom from complaints . . . satisfied customers.

We're advertising to your customers through trade journals, farm papers and direct mail. Our men are

Stock and sell ALL high quality Sisalkraft products

constantly following up jobs, talking to builders, architects, county agents ... we're telling them "See your lumber and building supply dealer".

Waterproof reenforced protective papers.

BUILDING USES: Waterproof membrane between fill and slab . . . under all flooring . . . covering concrete . . protecting materials and equipment.

FARM USES: Temporary and trench silos . . . sealing doors and tops of permanent silos . . . haystack covers . . . covering farm equipment, weatherfarm buildings, poultry proofing shelters, etc.

SISALKRAFT STOCK SIZES

Width of Roll 225 and 500 sq. ft. 48" 666 and 1200 sq. ft. 1000 and 1500 sq. ft. 72" 1000 and 1800 sq. ft. 1000 and 2100 sq. ft. 1200 and 2400 sq. ft. 96"

SISALKRAFT BLANKETS

Widths from 8' 6" to 26' 6" lengths up to 100 ft.

Reenforced reflective insulation and vapor-barrier with pure aluminum on both sides. Low cost, side wall insulation plus protection against condensation . . . paint peeling, dry rot, etc.

SISALATION STOCK SIZES

225 and 500 sq. ft.

COPPER ARMORED SISALKRAFT

for concealed flashing. Provides protective valve of copper at 1/5th the cost of heavy gauge copper.

Weights: 1, 2, or 3 oz. of copper per sq. ft. Widths: From 4" to 60"

American SISALKRAFT

Corporation

Attleboro, Mass. . Chicago 6, Ill. . New York 17, N. Y. . San Francisco S, Calif.

Harrigan New President of Ala. Forest Products

W. D. (Billy) Harrigan, Scotch Lumber Co., Fulton, was installed as the sixth president of the Alabama Forest Products Assn. at its recent convention.

Members also honored the five previous presidents by presenting them plaques mounted on walnut from the Bankhead National Forest.

Three new directors-at-large were named: Elliott Belcher Jr., Greenpond; R. W. Buchanan, Selma, and John E. Raeburn, Coosa Pines. J. M. McMillan was chosen director for District 2; Walter G. Moeling III, District 5; and Cecil Word, District 8.

Color-Styling Homes

(Continued from page 32) -

re-painted in warm yellow, and the lighting level stepped up, girls actually asked to be transferred to that desirable working section!

Orange, in its pure form, is powerful and advancing. Its greatest usage lies in tints like peach or salmon, or in shades which are browns. They are energizing colors. Knute Rockne is said to have painted his own football team's dressing room in red-orange—and the room of the visiting team in blue—for a calculated effect between the halves of a game.

The most potent hue is red. Pure, in tints, or in shades, red has a universal appeal and is considered by many as the most preferred color. Under red light, rate of pulse and blood pressure increase and time is overestimated. Red objects command attention—hence "red" danger signals.

Greens pacify. Demanding no

emotional response, greens relax muscular and nervous tension. Green is nature's color, preferred by human beings who are likewise fresh and natural in personality. Blue-green is the best complement for human skin and probably the best all-around color for any clothing.

Blue induces not the blues, but relaxation. All that red is, blue is not. Under blue light, pulse and blood pressure slacken, time is underestimated, and people calm down. It is a good color for the Complaint Department! Old people often become "blue-thirsty," because the fluids in their eyes turn yellowish with age and tend to filter out blue light.

Limited use is made of **purple** as it usually is associated with serious occasions. However, some people favor it for its exclusive dignity, and these people are nearly always capable of great things.

Temperature conditions will frequently govern the use of color. Cool tints alleviate the impression of heat, as in Southern textile mills, boiler rooms, or submarines. They relieve the claustrophobia of Army tanks.

Rest-rooms, locker spaces, and cafeterias merit study. News of these travels around among workers and has been known to attract employees from elsewhere. Women like rest-rooms in rose, pale salmon, or soft yellow, with warm beige carpets and incandescent light. Men's rooms should have not blue but gray-green or beige walls with blue carpets. No rest-room should feel "cold."

Cafeterias and restaurants require "appetizing" colors. The most edible colors are a warm red, shades and tints of orange, pale yellow, a light green, tan and brown.

An outstanding example of the

importance of surface color in restaurants is the experience of a well-known chain of eating places. When the operator opened his restaurants he had the idea of creating an atmosphere of cleanliness by having pure white walls of shining tile. Business, however, was not too good. The restaurant operator then introduced "edible" colors. warm reds, yellows, peach, tan and browns, into some of his places. These did so much more business than the white-tiled establishments that he soon changed the interiors in all of them.

Psychological appeal simply means that each color be inviting, no matter what field it may be in. However, conflicts arise between various requirements, to be resolved by straight thinking.

Coca-Cola, for instance, is a cool and refreshing drink. Light green packaging would seem to be indicated, but its vending machines and take-home cartons are bright red. The necessity of extreme visibility in public places (and identification everywhere) has overcome the appeal of the product. This is just further proof that color must be in the right place.

Appropriateness means proper association, or fitness. It means the right place and time. For instance, you may want the lawn to be green, but you would not think of using green cosmetics. You choose the most orange-looking oranges in the grocery store, yet orange as a color is the least popular. Thus we see that the right associations are vital in color preference, and appropriateness is important in color appreciation.

Numerous examples may be given on use of color in every field, but it all sums up to this one fact:

Psychology of color is using the right color in the right place at the right time.



WHEN YOU WRITE TO Advertisers
IN THIS MAGAZINE . . .

Tell Them YOU READ ABOUT IT IN

Southern
BUILDING SUPPLIES

When QUALITY and SERVICE count call for

LYWOOD -DOORS



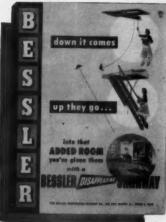
You buy with efficiency, economy and confidence when you buy from Georgia-Pacific. And one call does it all . . . so call your G-P office for fast deliveries of every species, size and grade of plywood and lumber.

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GPX Plastic-faced Plywood • G-P Crownply Hardwood
Plywood • G-P Plysheet Southern Plywood • Douglas Fir
Plywood • Giant-sized Scarfed Panels • Fir Pattern Doors • Hardwood Flush Doors . Cypress and Redwood Lumber Southern Pine • Southern Hardwood Lumber • Western Lumber • Treated Lumber and Timbers • Residential and Factory Flooring • Mouldings.



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HOW TO BUILD MORE SALEABLE SPACE INTO HOMES



IMMEDIATE DELIVERY

Write today for FREE BESSLER CATALOG showing how easily and economically you can use BESSLER DISAPPEARING STAIRWAYS (7 Models) to assure more cubic feet per

building dollar! assured on all models!

THE BESSLER DISAPPEARING STAIRWAY CO.

1900-F East Market Street, Akron 5, Ohio

New! Juproved!

HEATILATOR FIREPLACE with the Pressure Seal Damper

Here's the latest improvement in fireplace construction that will appeal to home builders and buvers everywhere. An exclusive Heatilator feature, the new Pressure-Seal Damper stops loss of house heat up the flue.. prevents chimney downdrafts from chilling the room when the fireplace is not in use.

Actually Seals Fireplace Throat



When the Pressure-Seal Damper is closed, the damper blade sets snugly against a specially designed asbestos gasket. Then slight additional pressure on the damper

handle locks the blade firmly against the gasket in an air-tight seal. Ideal as a heat and fuel saver in any home—a must in the fully air-conditioned home to prevent the loss of expensive summer cooling as well as winter warmth.

3 Great Sales Features

Now, only the new 3-Star Heatilator unit gives you these 3 sales features . . . *Circulates warm air to all corners of the room . . . *Will not smoke-scientifically designed to assure correct operation . . . *Damper seals air-tight. Write today for complete information. Heatilator Inc., 976 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR° FIREPLACE



THE NEW NATIONAL GUARD ALUMINUM SCREEN DOOR GRILLE NO. 5-75

Stock a grille that's priced to reach a mass market! This is it! A money-maker! Priced for the millions of small-budget homeowners who're proud of their homes — interested in improving them — looking for a grille they can afford!

Easy-to-sell Anodized Aluminum — in graceful new design. Keeps its satin finish! Withstands weather deterioration!

Fully Assembled

Easy-to-sell-convenience in individual cartons. All homeowner has to do is attach to screen door. Also combination door style.

Hurry! Contact Your Jobber or Write Us Direct.

National Guard Products, Inc.
540 Jackson Ave., Memphis, Tenn.
Please rush full information on National
Guard Aluminum Screen Door Grille No.
8-75 to retail at 6.95.
Also, please rush descriptive literature of:
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· connecting air passages at each end of and through the throat eliminate dead-air pockets, assuring contact of air to all heating surfaces and greater air circulation.

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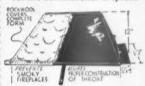
These dampers are especially designed for use where the extra heat produced by HEATFORM is NOT a prime factor, but to avoid smoke troubles primarily due to faulty construction of the throat . . . the most important part of the fireplace.

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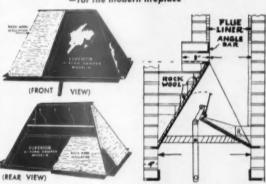
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*HEATFORM is the registered trade mark of Superior Fireplace Company.

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